



LIFE

THE NEW CANADA
IN COLOR—THE RESULTS
OF A PHENOMENAL DECADE

'... AND, FOLKS,
HERE'S MY MAMIE'

20 CENTS

OCTOBER 13, 1952

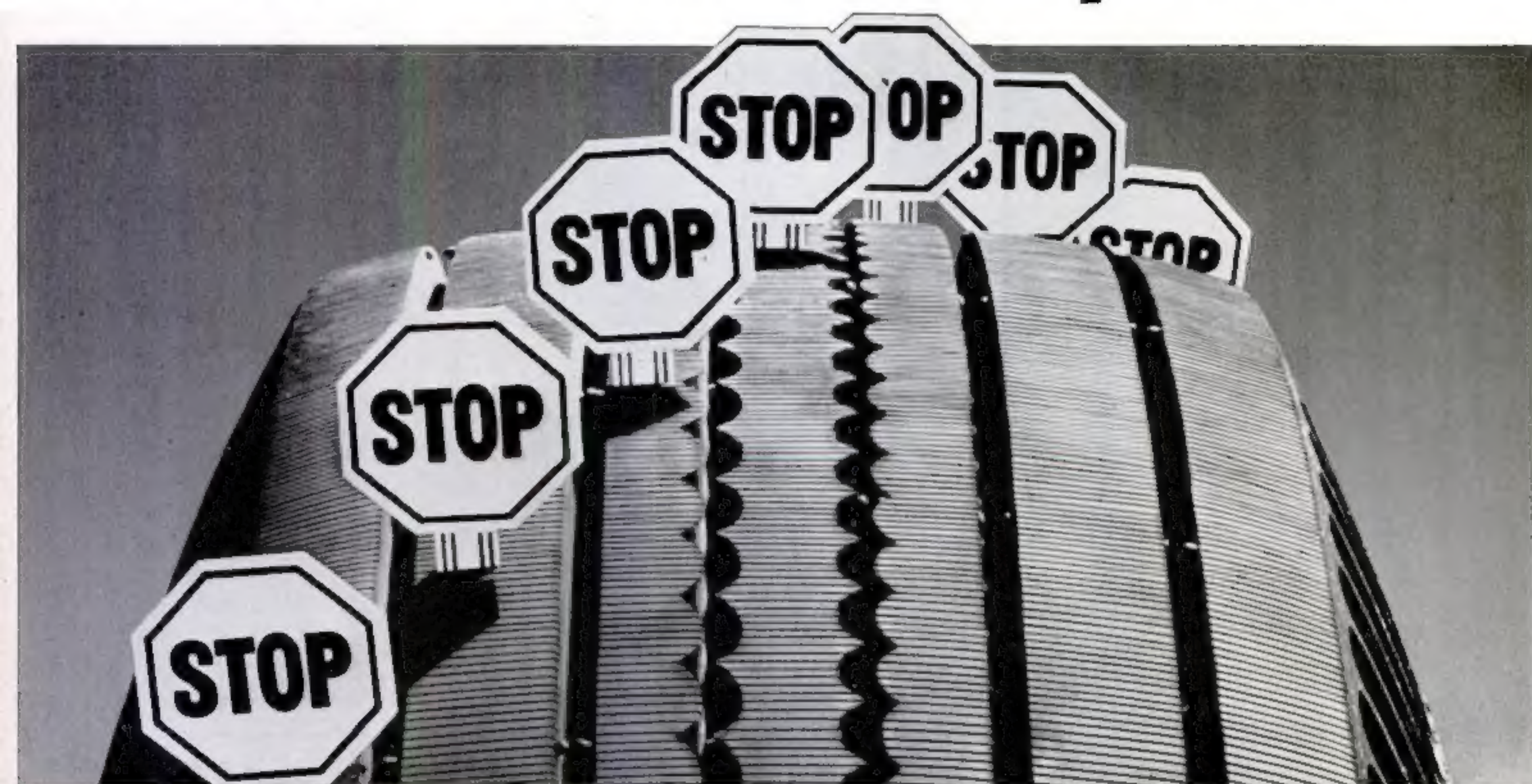


*Look for this label... it identifies
the finest wools in the world*

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

B.F. Goodrich Tubeless Tire

NOW DEFIES SKIDS, PUNCTURES AND BLOWOUTS!



STOP



STOP



STOP



STOP



STOP



STOP

WIPES A WET ROAD SO DRY YOU CAN LIGHT A MATCH ON IT! It's a revolutionary approach to the skid problem. There are over 10,000 tiny, flexible "grip-blocks"—spaced 16 to the inch—in the tread of the B. F. Goodrich "Life-Saver" Tubeless Tire. And each acts like a tiny stop-sign.

Step on the brakes and they wipe a wet road dry. They grip the dried pavement like a caterpillar tread. You stop!

When two identical cars—one "Life-Saver" equipped, the other with regular tires—locked brakes at 30 MPH in a test on slippery-wet blacktop, the "Life-Saver" Tubeless Tires stopped *one full car length sooner!* Enough to easily make the difference between safety and a crack-up—and at city driving speed.

The "Life-Saver" gives quicker starts than other tires, outwears them by 10 to 15%. And it protects against blowouts and punctures, as well as skids, to earn the name "Life-Saver".

SLOWOUT INSTEAD OF BLOWOUT. Sudden blowouts in tires with inner tubes are usually caused by the tube being pinched by a bruise-break in the tire carcass. But the "Life-Saver" has no tube—a bruise-break merely causes a slow leak. Plenty of time for a safe stop.

SEALS OWN PUNCTURES. Drive the "Life-Saver" tire over 3" spikes and it does not go flat. Gummy layer of

special rubber under the tread seals against the puncturing object, repairs hole permanently when object is withdrawn.

Patents covering basic features of Tubeless Tires have been assigned to The B. F. Goodrich Company by the U. S. Patent Office. "Life-Saver" Tubeless Tires *may* save your life, *can* save you trouble, *will* save you money! See your retailer now! His address is in your phone book Yellow Pages. Convenient terms. The B. F. Goodrich Company, Akron, Ohio.



THE TIRE THAT EARNED ITS NAME **LIFE-SAVER®**

This One



EK7B-UBG-D09P



Prove it to yourself!

Pepsodent with **ORAL DETERGENT** brings

CLEAN MOUTH TASTE FOR HOURS

Some tooth pastes clean with soap...some with chalk...but not Pepsodent! Because Pepsodent now cleans with exclusive **ORAL DETERGENT**, it even cleans where brush can't reach...your mouth stays coolest...breath freshest...teeth cleanest of any leading tooth paste. Prove it to yourself!

Regular or Chlorophyll—Pepsodent Cleans Teeth Cleanest

Make YOUR OWN test . . .



1. Tomorrow morning brush your teeth with Pepsodent now with Oral Detergent. Note the clean mouth taste . . . it lasts for hours.



2. Next day use your present tooth paste. Compare the taste hours later. Pepsodent's Oral Detergent makes the difference.

The lasting Clean Mouth Taste is proof that Pepsodent cleans teeth cleanest. That's because Pepsodent's exclusive Oral Detergent—a double action ingredient—combines Irium and I. M. P. to remove film and brighten teeth.





**"ME ...
in Westerns?
I'M NO MOVIE STAR!"**

(WHO AM I...?
SEE ANSWER BELOW)

Spark plugs also look alike but **AUTO-LITE** gives **SMOOTHER PERFORMANCE...QUICK STARTS**

DON'T BE too quick on the draw there, pardner . . . for Gary Cooper might have a look-alike, just as spark plugs have look-alikes. So don't be fooled by appearances. For smoother performance and quick starts, replace old, worn-out spark plugs with world-famous Resistor or Standard type Auto-Lite Spark Plugs.

If you thought the man shown above was Gary Cooper, you were wrong. He's J. B. Talbot of San Fernando, California, who is

frequently confused with Mr. Cooper. But you'll be right when you ask your dealer for Auto-Lite Spark Plugs—specified as original equipment on many leading makes of our finest cars and trucks. Remember, "You're ALWAYS RIGHT WITH AUTO-LITE."

See **GARY COOPER** Starring in the
STANLEY KRAMER PRODUCTION
"HIGH NOON"
Released through United Artists

Tune in "SUSPENSE" . . . CBS Radio Mondays . . . CBS Television Tuesdays

"Ignition Engineered"

AUTO-LITE SPARK PLUGS



AUTO-LITE MAKES A COMPLETE LINE
OF SPARK PLUGS FOR EVERY USE.
Auto-Lite Spark Plugs—Patented U.S.A.

Phone Western Union

. . . ask for "Operator 25" . . . she'll give you the
name of your nearby Auto-Lite Spark Plug Dealer. There
is no charge for this service.

It costs so little to rent a new car when...



When you want to enjoy the beauty of a really wonderful fall vacation in the best way—rent a new car from Hertz. If you go by plane or train, rent a car from

Hertz on arrival. Be sure before you leave to make your reservation through your local HERTZ station, or through your railroad agent, airline ticket seller, or travel agent.



When there's an important social event and you would like a larger car than you usually drive, or an extra car, rent from Hertz. Many Hertz stations have large cars, including Cadillac.



When a fishing trip is coming up, rent a new car from Hertz. The whole gang can go much more conveniently for mighty low cost per person.



When business says "Make more calls today"... rent a new car from Hertz. It's convenient, economical... gas, oil, proper insurance furnished at low rates.

**RENT A NEW CAR FROM
HERTZ**
...drive it as your own

Enjoy all these HERTZ SERVICE advantages

A Specific Rate Example... At the Hertz station in Bowling Green, Kentucky, the weekday daytime rate is \$7.00, plus 9¢ per mile, including gas, oil, and insurance. Thus, the total cost for a 30 mile trip is only \$9.70, regardless of how many ride. Rates lower by the week. (In other cities rates may vary slightly from the above example.)

Rent From HERTZ As Easy As A.B.C.... (A) Go to a Hertz station. (B) Show your driver's license and identify yourself. (C) Step into the car and go!

Private Car Pleasure... You drive a new Chevrolet or other fine car in splendid condition and as private as your own. Rent by day or night, for an hour, a day, week, or as long as you wish.

Reservations... To be sure of a car when you need it, make a reservation in advance by calling your local Hertz station. The station will reserve a car for use locally... or at the Hertz station in your destination city. If there is no Hertz station in your home

town at this time, request your Hertz reservation through the Hertz Rail-Auto or Plane-Auto Travel Plan at the railroad or airline reservation office, or your travel agency. Insist on Hertz for dependable service and proper insurance protection.

Now! Charge Cards... Hertz International Charge Cards are issued to well rated business firms and individuals who qualify. The card serves as identification, eliminates deposit requirements, and provides credit privileges if desired. Air Travel Card and Rail Credit Card holders will be extended these same courtesies at all Hertz stations.

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Look in your telephone directory under "H" for your local Hertz station

HERTZ Drive-Your-Self SYSTEM

WHEREVER YOU GO... WHATEVER YOU DO...

YOU CAN RENT A NEW CAR FROM HERTZ AS EASY AS **A B C**



TRUCKS... Hertz is also the world's largest truck leasing and rental organization. Trucks are available at most Hertz stations for daily and weekly rentals or on long-term lease.

NOTE: To serve more cities and towns, licenses are being granted to responsible local interests to operate as part of the Hertz System. For complete information write Hertz Drive-Your-Self System, Inc., Dept. 210, 218 South Wabash Avenue, Chicago 4, Illinois.



MADAME CHIANG KAI-SHEK PAINTS IN HER HOME AT TAIPEI, FORMOSA

SPEAKING OF PICTURES

... Madame Chiang, far from home, paints lovely landscapes of her native land

Like many other people, in and out of politics, Mme. Chiang Kai-shek did not discover the pleasures of painting until fairly late in life. She took up art two years ago, living with her husband on Formosa. Though she was more than 50, and had never painted before, she displayed an aptitude far greater than that of most amateurs. With some coaching, she was soon doing the simple, outdoor scenes—misty mountains, streams, gracefully gnarled trees—that have

made Chinese landscape art the greatest in the world. Madame Chiang paints mostly scenes of her native land from memory. The paintings take her from 45 minutes to four days to do, and sometimes she gets so excited by them that she jumps up in the night to add a few brush strokes. Madame Chiang is now in a San Francisco hospital for treatment of a skin ailment. On these pages LIFE presents seven of the first landscapes ever published by this talented new artist.



LOOKING UP AT MIAO KAO TERRACE

Full title of this landscape of the President and Madame Chiang's country house in the mountains of Fenghua, Chekiang, is *Looking up at Distant Miao Kao Terrace*

on the Way Home from the Third Recluse Pool. It was painted from memory. Titles of all Madame Chiang's paintings are inscribed in the corners by her husband.



TEMPLE IN CLOUDS

One of Madame Chiang's few scenes of Formosa, this was done after a visit to Ali Shan, island's highest mountain range. Little temple seemed to float on a cloud.



FOUR OCCUPATIONS

Painted in Formosa for President Chiang on his 65th birthday, the four idyllic occupations illustrated above are reading, farming, fishing and gathering of firewood.





AUTUMN GARDEN PARTY

This painting, which is a companion piece to the *Four Occupations* (bottom), shows a leisurely party in secluded retreat, some sitting, some strolling and some chatting.

WINTER PINES

This painting of a recluse watching flight of swans as he sits under a rock conveys a sense of the mixed longing and contentment which is characteristically Chinese.



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CURAD[®]

washes clean-but won't wash off!



YOU CAN SOAK IT, SOAP IT, SCRUB IT—a CURAD stays on. And it's waterproof plastic—so it doesn't get soggy or watersoaked.



NEW CURAD plastic bandage stays neat and clean till you take it off. Outlasts 3 old-style bandages! Paper-thin and elastic. Fits like your skin, even on knuckles and knees.



OLD-STYLE cloth bandage. No more dog-eared, dirty-looking bandages like this! A CURAD has no dirt-catching cloth. Its edges can't ravel. And it stays stuck!

doesn't just cover germs — fights 'em!

Only CURAD has the amazing new germ-fighter, Furacin[®]-Tyrothricin



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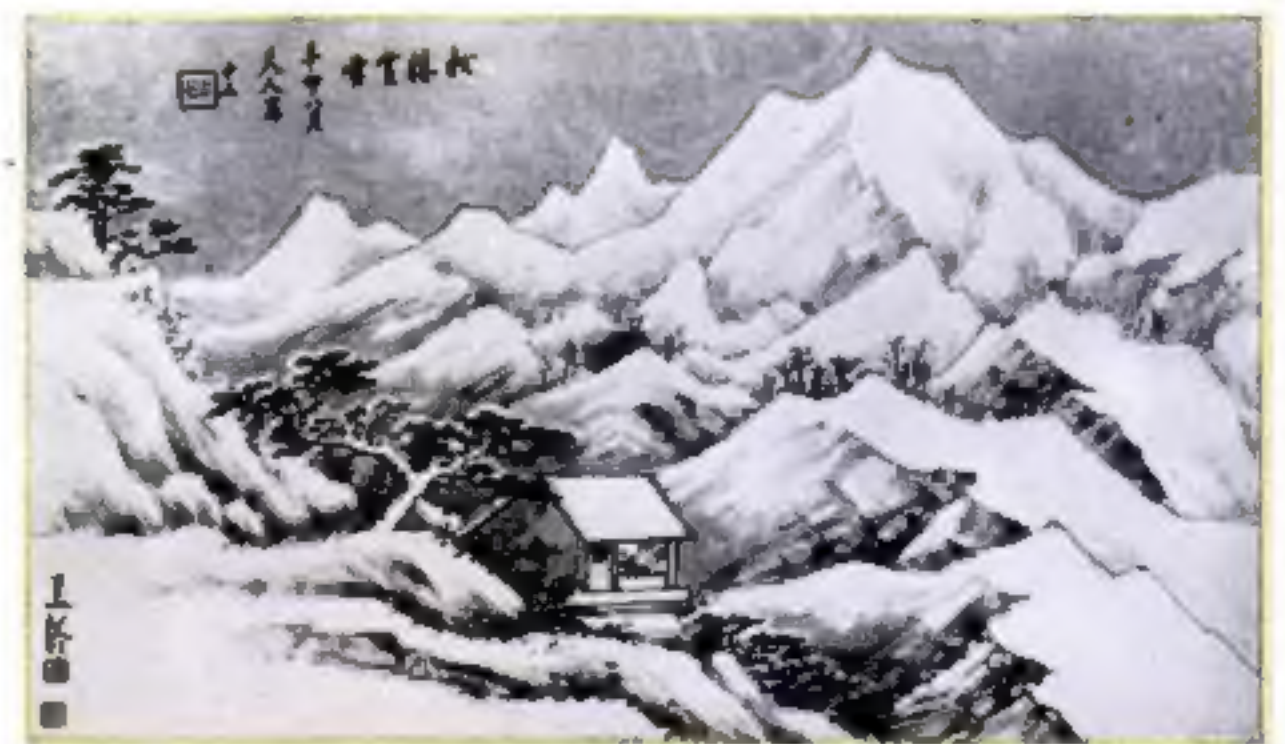
Division of The Kendall Co.

*Eaton Laboratories brand of Nitrofurazone



EMERGING FROM A GORGE UNDER SAIL

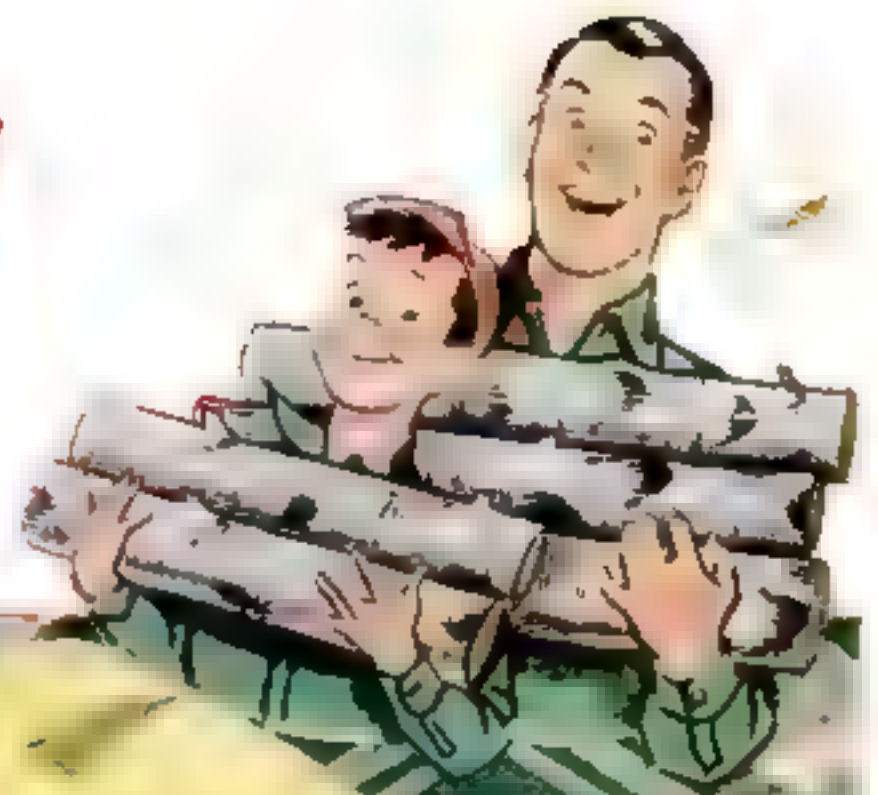
From her wartime travels, Madame Chiang recalled this scene of a small boat braving the Yangtze River torrents. Like most Chinese artists, she paints pines so well you can almost hear wind wailing through boughs.



ENJOYING SNOW SCENE

Madame Chiang saw this peaceful landscape from a plane when she flew out of northwestern China on Christmas Day in 1936, only 13 days after Chinese rebels had kidnaped, and then freed, the president.

Satisfy the "Inner Man"



Good and hearty Ann Page Beans are good for your budget too!

Frosty weather brings your crew roaring home with "lumberjack" appetites. Satisfy 'em — and keep your budget in line — with tender, tempting Ann Page Beans in flavor-rich tomato or molasses sauce. Just heat and eat . . . or follow the easy recipe at the right and dish up delicious *Northwoods Beans*.

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only 11¢ a serving*

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|-----------------------------|------------------------------|
| 6 large onions | 1 cup Ann Page Ketchup |
| 2 1-lb. cans Ann Page Beans | ½ green pepper, sliced |
| 3 tbsps. fat or salad oil | 2 tsps. Worcestershire sauce |

Cook onions 20 minutes or until tender; drain. Place onions in baking dish. Remove center from each; chop centers; cook with pepper in fat until lightly browned. Add ketchup and Worcestershire sauce. Place beans in centers and around onions. Add sauce. Bake in hot oven, 400° F., for 25 minutes, or combine in deep skillet. Heat and serve. 6 servings.



*Cost based on prices at A&P Super Markets at press time.



*Fine Foods
Needn't Be
Expensive*



HEY HON...
Where are
the car keys?

MOM...
I can't find my
other sock

HEY MOM...
If it's Johnny
tell him to wait!

**Wonderful News
for Busy Mothers...**

Delicious Hot Wheat Cereal COOKS IN JUST 10 SECONDS!

Precooked for you... all you do is stir into boiling water or milk. In 10 seconds it's ready to enjoy.

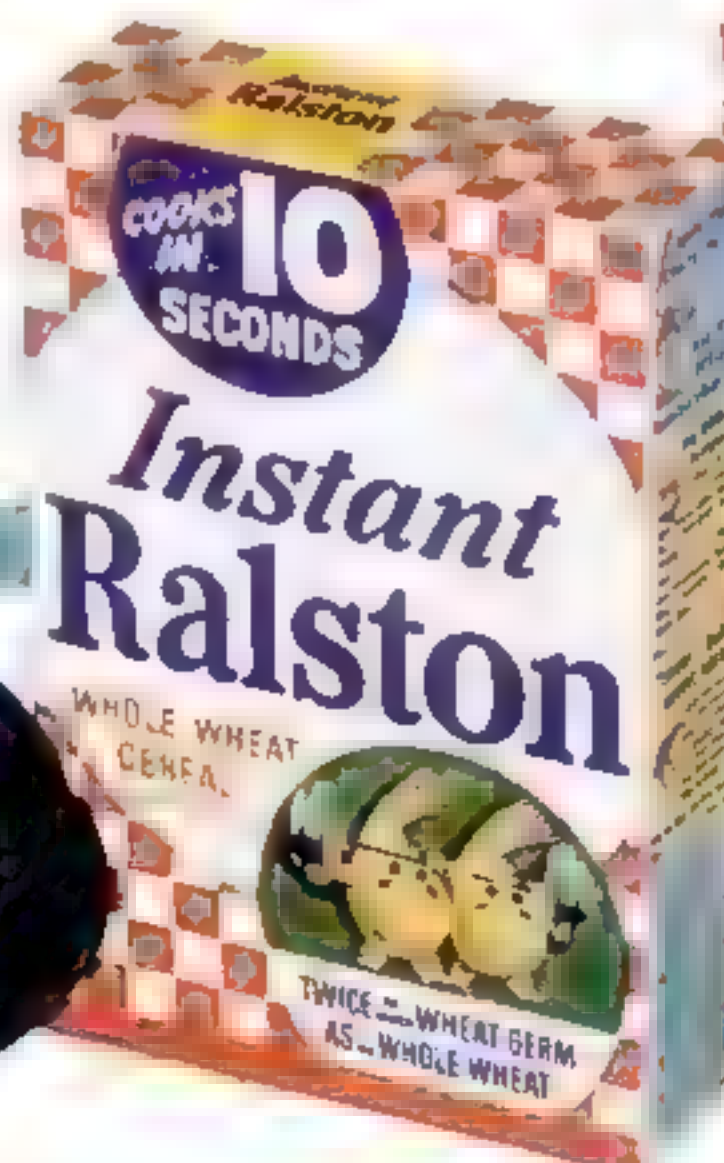
Now you can have the satisfaction that comes from knowing you are doing what's best for your family without the work and time it takes to cook most hot cereals.

Now, with just 10 seconds' cooking, you can give your family the kind of warm-up, build-up breakfast cereal you know is right for them.

This wonderful fast-to-fix hot cereal Instant Ralston is natural whole wheat with extra natural wheat germ added... to make it double-rich in the vital "spark of life" found in the

heart of every grain of wheat. Steady nerves, mental alertness, good appetite and digestion depend on getting a daily supply of the kind of protective vitamins Nature puts into wheat germ. And think how easy it will be now for you to give your family

this daily "ounce of protection" just by taking 10 seconds each morning to prepare Instant Ralston, the hot whole wheat cereal that comes precooked! You'll love the rich toasted-wheat flavor of Instant Ralston. You'll love the way it helps you to enjoy life more. And best of all, you'll love its 10 second cooking. Try it and see... get a package today!



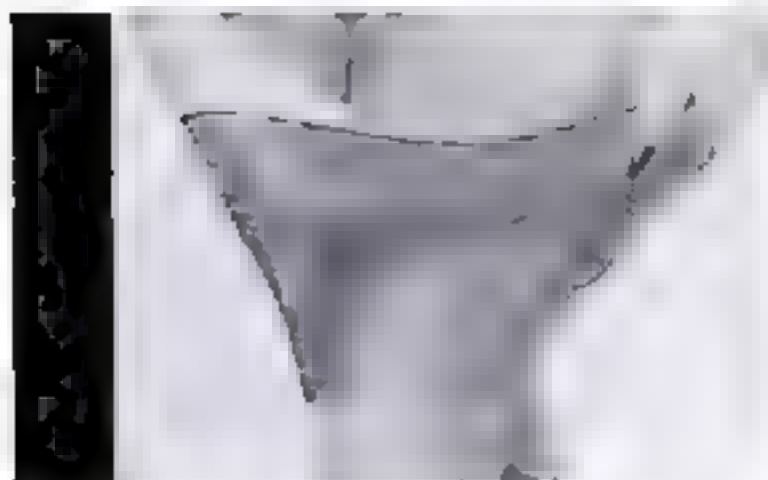
Other delicious
Checkerboard Cereals
Wheat Chex
Rice Chex



I can see why busy young mothers like the Instant Ralston—but, for years, I've been giving my family good 5-minute Regular Ralston and they love it. It's as fast as most quick-cooking cereals and it's still my favorite!

Ralston Purina Company, St. Louis, Mo.

Only Kayser Fit-All-Top guarantees 2-way stretch!



So much glamour . . . plus the blessed comfort of this patented top that s-t-r-e-t-c-h-e-s! CANT cut or bind when you kneel, stretch, bend! Fully proportioned—up and down and ALL around!
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LETTERS TO THE EDITORS

BIRTH OF A BASE

Sirs:

I must express my thanks for the stimulating story on Operation Blue Jay ("Birth of a Base," LIFE, Sept. 22). This is a testimonial to American ingenuity, not only the installation of such a base, but also the foresight of creating the comforts which, though at times they seem uncalled for, here prove the means of accomplishing the goal—the taverns, sodas, recreation, which in other countries appear irrelevant. . .

MONIQUE BAYLIN

San Francisco, Calif.

Sirs:

I was one of the "pioneers" of the June 1951 operation. I had the honor of being the only military dentist on the shore of Thule that summer.

Although you say that fraternization between Americans and Eskimos was forbidden, I had the opportunity to treat the Thule Eskimos dentally. It was an interesting experience for me and gave me a chance to do some dental research. I'm enclosing a snapshot taken at that time.



I have one criticism. Your article praises the work of civilian construction workers, which I believe is proper, but it has little mention of the fine job the GIs in the Transportation Corps accomplished in unloading the materials and equipment. I can recall times when these boys went without eating from 48 to 72 hours and slept on the permafrost.

GEORGE V. NEWMAN

Fort Eustis, Va.

Sirs:

. . . The men who put the plan into operation were the members of the 373rd Transportation Major Port which was headquarters for the Army task force of Operation Blue Jay. Now separated from active duty with the 373rd, I still have that feeling of accomplishment that will always be with its former and present members.

WILLIAM KELLER

Brooklyn, N.Y.

Sirs:

The "initial force" of 600 men you say the MATS flew in amounted to nearly 4,500 by late August 1951.

Our C-54s were the work horses of the 1600th Air Transport Wing's major Arctic airlift effort. The Military Air Transport Service planes have flown Thule runs an average of four flights a day, 12 months a year. The ships you credit with much of the effort have only two ice-free months a year to operate in. Of course they carry the heavy tonnage, but you might mention that we at least keep the base open and fly the majority of personnel to and from Thule.

CONTINUED ON PAGE 14

PHILLIPS' Milk of Magnesia

GENTLE
LAXATIVE
EFFECTIVE
ALKALIZER

Temporary constipation is usually accompanied by acid indigestion—yet most laxatives act on irregularity alone. But Milk of Magnesia does more. It relieves both conditions . . . gives you more complete relief. So use Phillips' Milk of Magnesia—the best laxative money can buy.



**THE BEST
PAINT THINNER
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NO SUBSTITUTE
CAN MAKE THIS CLAIM!



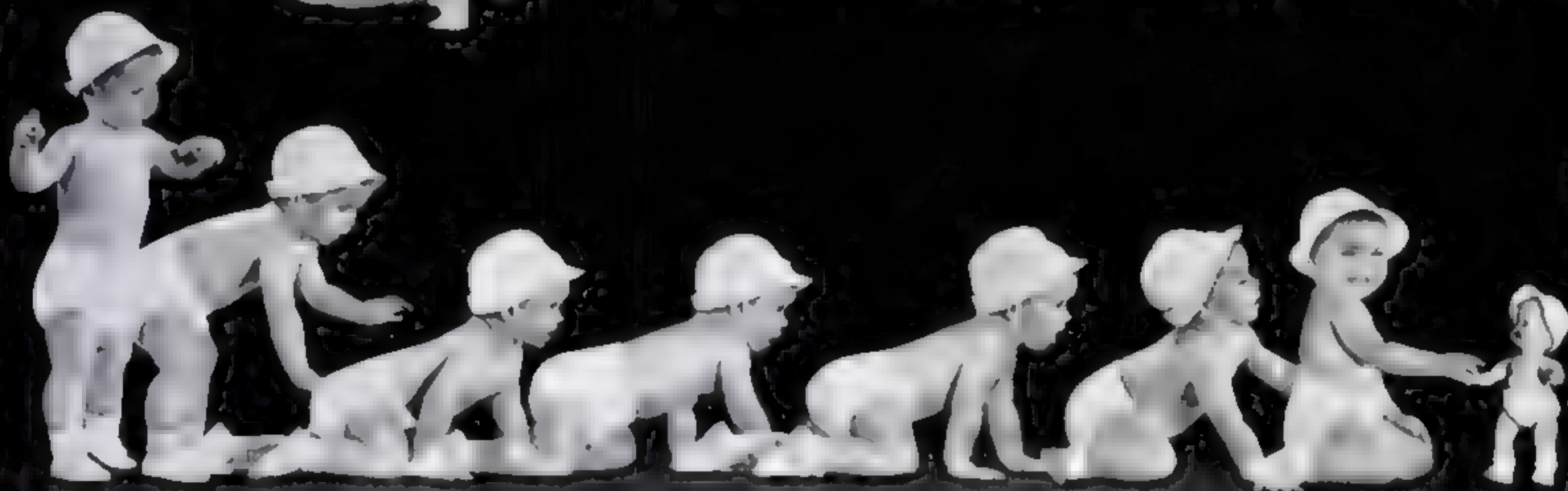
WHO wants to risk paint failure to save pennies? Gum Turpentine is the oldest and most dependable paint thinner ever discovered. Yet, it costs less than 2¢ out of the paint job dollar. Don't risk costly paint jobs with turpentine substitutes. Insist upon Gum Turpentine. Use it to thin oil paints, varnishes and enamels, and to clean paint brushes.

AMERICAN TURPENTINE FARMERS
ASSOCIATION
General Offices: Valdosta, Georgia



Baby, is your world all wet?

Playtex Babies Are Happier Babies—Neater, Sweeter and Cleaner



Quick—from Wet to Dryper!

Only Playtex® Dryper®

**Keeps Your Baby Warm and Dry, Comfortable and Contented
—as No Ordinary Diapering Does**

Never again need your precious little one shiver in wet, chilly sheets and bedding. For, unlike old-fashioned diapers,

PLAYTEX *Dryper* confines all wetness to the panty area; brings your baby a whole new world of comfort plus cleaner, finer protection.

PLAYTEX *Dryper* helps prevent diaper rash with hygienically-fresh Pads that actually *flush away* after use. *Dryper* makes changes easier, quicker, safer for your baby. Saves you time, money, laundering. Let *Dryper* keep your baby "socially acceptable"* always. Start your baby on *Dryper*—today!

Featured at your favorite Department Store and wherever Baby Needs are sold.



**FLUSHAWAY PAD
INSIDE WATERPROOF PANTY
—THAT'S PLAYTEX Dryper**

With this revolutionary "pad-in-panty" diapering, you simply slip fresh *Dryper* Pad under soft nylon-web lining of waterproof *Dryper* Panty for clean, dry change. Cloud-soft *Dryper* Pads are made of thirsty cellulose*—amazing stitchless, threadless, non-woven material that soaks up 8 times its own weight in moisture—far more than the tested ordinary diapers. Used Pads simply flush away. *Dryper* Panty's special waist flaps confine wetness to panty area and keep clothes dry. *Dryper* ends diaper drudgery and diaper odor, too.



PLAYTEX® *Dryper*® PANTY . . . each \$1.49
PLAYTEX® *Dryper*® PADS
box of 100 \$1.29 and \$1.49

Small—birth to 12 lbs.
Medium—13 to 15 lbs.
Large—16 to 24 lbs.
Extra-Large—24 lbs. and up

Playtex for the nicest things next to baby

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Fall's fashion-right fabric, CORDUROY,
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superbly Styled-in-California footwear gives you
cushioned comfort in every step. So light, so
delightful, you'll wear and love them for



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RED, GREEN, BLUE,
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leisure-wear, travel!
COMPLETELY
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for Women, Children. RED, GREEN, BLUE, YELLOW, WHITE;
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Please send me the following "ah-footsie"

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LETTERS TO THE EDITORS

CONTINUED

As a parting pleasantry you said,
"In winter flying is good." Friend,
you may borrow my mukluks.

LIGON N. MOORE
Captain, USAF

Westover AF Base, Mass.

●LIFE's figure, which did not in-
clude airmen and administrative
personnel, referred to the number
of workmen flown in by the end of
June. An additional 3,300 men were
taken up by MATS during July and
August.—ED.

Sirs:

You should have given more recog-
nition to the Navy for its terrific job
in conveying the task force to Thule
and in landing the bulk of supplies
needed that first summer.

WILLIAM L. SORETSKY

New York, N.Y.

Sirs:

Not being allowed to take pictures,
my husband could only write in a lim-
ited way about conditions at Thule.
Through your pictures I view the dis-
tillation plant where he works, enter
his church, see him at breakfast,
watching a ball game, etc.

How much closer it brings him to
me and his children, in a way that
even his letters could not describe!

LOUISE BURROWS

Minneapolis, Minn.

Sirs:

Your Latin, *ultima thule*, should
have capitalized Thule since it is not
a common noun. It appears correctly
in a prophetic passage in Seneca's
Medea:

... venient annis saccula aetna,
quibus Oceanus vincula rerum
laxet et ingens pateat tellus
Tethyque novas detegat orbes
nec sit terra ultima Thule.

(There will come an age in the dis-
tant years when Ocean shall loosen
the bonds of things, when the whole
broad earth shall be revealed, when
Tethys shall disclose new worlds and
Thule not be the limit of the lands.)

WALTER D. BALDSEFEN

Metuchen, N.J.

●The Thule referred to by Seneca
as the most remote spot known in
the world was an island six days'
sail north of Britain, and was dis-
covered about 300 B.C. by Pytheas,
a Greek navigator. It may have been
one of the Shetland Islands or Ice-
land.—ED.

CHURCH RALLY

Sirs:

Having received postcards from rel-
atives who were attending a church
rally in Stuttgart several weeks ago,
I was thrilled to read about the sig-
nificance of this great event ("Life
Goes to an Evangelical Encampment,"
LIFE, Sept. 22).

I recall the utter hopelessness and
desolation in the area when I visited
Württemberg four years ago. When
I remarked to a Stuttgarter that it
seemed incredible that anyone living
in this battered country should have
a spark of faith left, I was told that a
faith that has survived the trials and
ordeal of political and economic cha-
os, grim destruction, and death can
be well-tempered and strong.

CONTINUED ON PAGE 12

WHERE TO BUY "ah-footsie"

Akron, Ohio.....Nobil Shoe Co.
Altoona, Pa.....Wm. F. Gable Co.
Atlanta, Ga.....Davison, Paxson Co.
Bakersfield, Calif.....Weill's
Baltimore, Md.....Brager-Eisenberg, Inc.
Baltimore, Md.....The Hecht Co.
Beaumont, Texas.....The White House
Boise, Idaho.....The Cash Bazar
Boston, Mass.....Conrad & Co.
Boston, Mass.....Gilchrist's
Boston, Mass.....Jordan, Marsh Co.
Brooklyn, New York.....Hamm Loeser's
Buffalo, New York.....The Wm. Hengerer Co.
Buffalo, New York.....Hens & Kelly, Inc.
Charlotte, N.C.....J. B. Ivey & Co.
Charleston, W. Va.....The Diamond
Chicago, Illinois.....Mandel Brothers
Cincinnati, Ohio.....John Shillito Co.
Cleveland, Ohio.....Halle Bros. Co.
Corpus Christi, Texas.....Lichtenstein's
Council Bluffs, Iowa.....John Beno Co.
Dallas, Texas.....Sanger Brothers
Dallas, Texas.....Titcher-Goettinger Co.
Decatur, Illinois.....Linn & Scruggs Co.
Denver, Colorado.....The Denver Dry Goods Co.
Des Moines, Iowa.....Younker Bros.
Detroit, Michigan.....J. L. Hudson Co., Dept. 826
Flint, Michigan.....Smith Bridgman Co.
Ft. Smith, Arkansas.....Boston Store Dry Goods Co.
Ft. Smith, Arkansas.....Pollock Stores Co.
Ft. Smith, Arkansas.....Seamon Stores
Ft. Wayne, Indiana.....Frank Dry Goods Co.
Ft. Worth, Texas.....Leonard's
Ft. Worth, Texas.....R. E. Cox & Co.
Ft. Worth, Texas.....Meacham's
Fresno, Calif.....Cooper's
Glendale, Calif.....H. S. Webb & Co.
Great Falls, Mont.....Buttrey Associates
Hartford, Conn.....Wise, Smith & Co.
Holyoke, Mass.....A. Steiger & Co.
Hutchinson, Kan.....Wilay Dry Goods Co.
Houston, Texas.....Foley Bros.
Houston, Texas.....Levy Dry Goods
Indianapolis, Ind.....H. P. Wasson & Co.
Jacksonville, Fla.....Furchgott's
Lansford, Pa.....Bright Stores
Lima, Ohio.....The Leader Co.
Long Beach, Calif.....Walker's
Los Angeles, Calif.....The Broadway
Los Angeles, Calif.....The May Co.
Lowell, Mass.....A. G. Pollard Co.
Memphis, Tenn.....Bry's
New Orleans, La.....D. H. Holmes Co.
New York, N.Y.....Arnold, Constable & Co.
Newark, N.J.....L. Bamberger & Co.
Oakland, Calif.....Hale Bros.
Oakland, Calif.....Kahn's
Oklahoma City, Okla.....John A. Brown Co.
Oklahoma City, Okla.....Halliburton's
Pasadena, Calif.....F. C. Nash & Co.
Philadelphia, Pa.....Lit Brothers
Phoenix, Arizona.....Korrick's
Pittsburgh, Pa.....Frank & Seder
Pittsburgh, Pa.....Rosenbaum Co.
Pittsfield, Mass.....England Bros.
Pontiac, Mich.....Waite's
Portland, Me.....Porteous, Mitchell & Braun Co.
Portland, Ore.....O.D.s, Wortman & King
Poughkeepsie, N.Y.....Luckey Platt & Co.
Providence, R.I.....Gladding's
Providence, R.I.....Shepard Company
Pueblo, Colorado.....Grews-Beggs Dry Goods Co.
Rochester, N.Y.....E. W. Edwards & Son
Saginaw, Mich.....Wm. C. Wiechmann Co.
St. Louis, Mo.....Famous & Barr Co.
St. Paul, Minn.....Emporium, Inc.
Salt Lake City, Utah.....Keith-O'Brien, Inc.
Salt Lake City, Utah.....The Paris Co.
Salem, Mass.....Almy, Bigelow & Washburn, Inc.
Salem, Ore.....Miller's
San Diego, Calif.....The Marston Co.
San Diego, Calif.....Walker-Scott Corp.
San Francisco, Calif.....The Emporium
San Francisco, Calif.....Hale's
San Francisco, Calif.....The White House
Scranton, Pa.....Scranton Dry Goods Co.
Seattle, Wash.....Rhodes of Seattle
Tacoma, Wash.....Rhodes Bros.
Toledo, Ohio.....Lazare & Koch Bros.
Tulsa, Okla.....Froug's
Tulsa, Okla.....Vandevors
Valparaiso, Ind.....J. Lowenstein & Sons
Washington, D.C.....S. Kann Sons Co.
Washington, D.C.....Woodward & Lothrop
Waterbury, Conn.....Howland-Hughes Co.
Waterloo, Iowa.....The James Black Dry Goods Co.
Watsonville, Calif.....Chas. Ford Co.
Wichita Falls, Texas.....McClurken, Inc.
Wichita Falls, Texas.....Perkins Timberlake Co.
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McGregor's Sunday Suede Jacket... saddle stitched—fully lined 39.95 Sunday Suede Sleeveless, pure wool knit back 13.50 Rosella Shirt, washable imported Italian flannel 12.95, Balmoral Hugger Slacks, imported English pure wool flannel. 18.95

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OUT IN HEINZ SHINING KITCHENS the fall canning is finished, and your favorite Heinz 57 Varieties have been rushed to your grocer's! You'll find such tempting stand-bys as Heinz Oven-Baked Beans . . . Heinz Spaghetti and Condensed Soups . . . Heinz Tomato Ketchup and Pickles . . . Heinz Baby Foods . . . all of high quality. Stock your pantry now with home-tasting Heinz treats! Serve thrifty, nourishing meals built around Heinz harvest of flavor bargains and reap a harvest of compliments from the whole family!

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● Make leftovers and economy meats memorable with the world's largest-selling ketchup! Thrifty Heinz Tomato Ketchup is so rich a little goes a long, long way.



P.S.—

Fish and egg dishes benefit wonderfully from a dash or two of thick, rosy **HEINZ CHILI SAUCE!**

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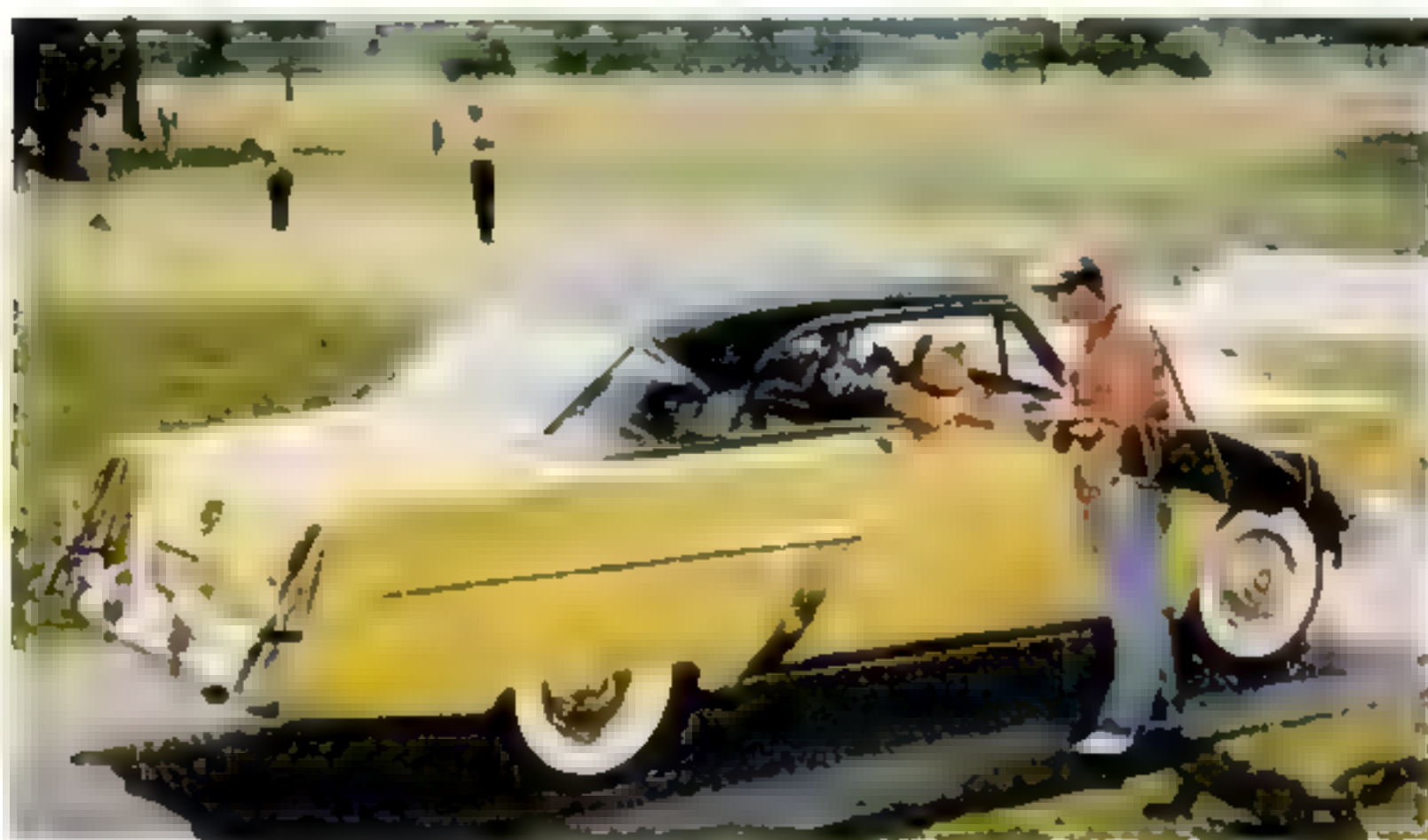


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You want the smartest, most advanced car on the road, right? But you *also* want economy. Can you get *both* in the same car? The answer, we think, is in the year's *two* big automotive news stories. First...

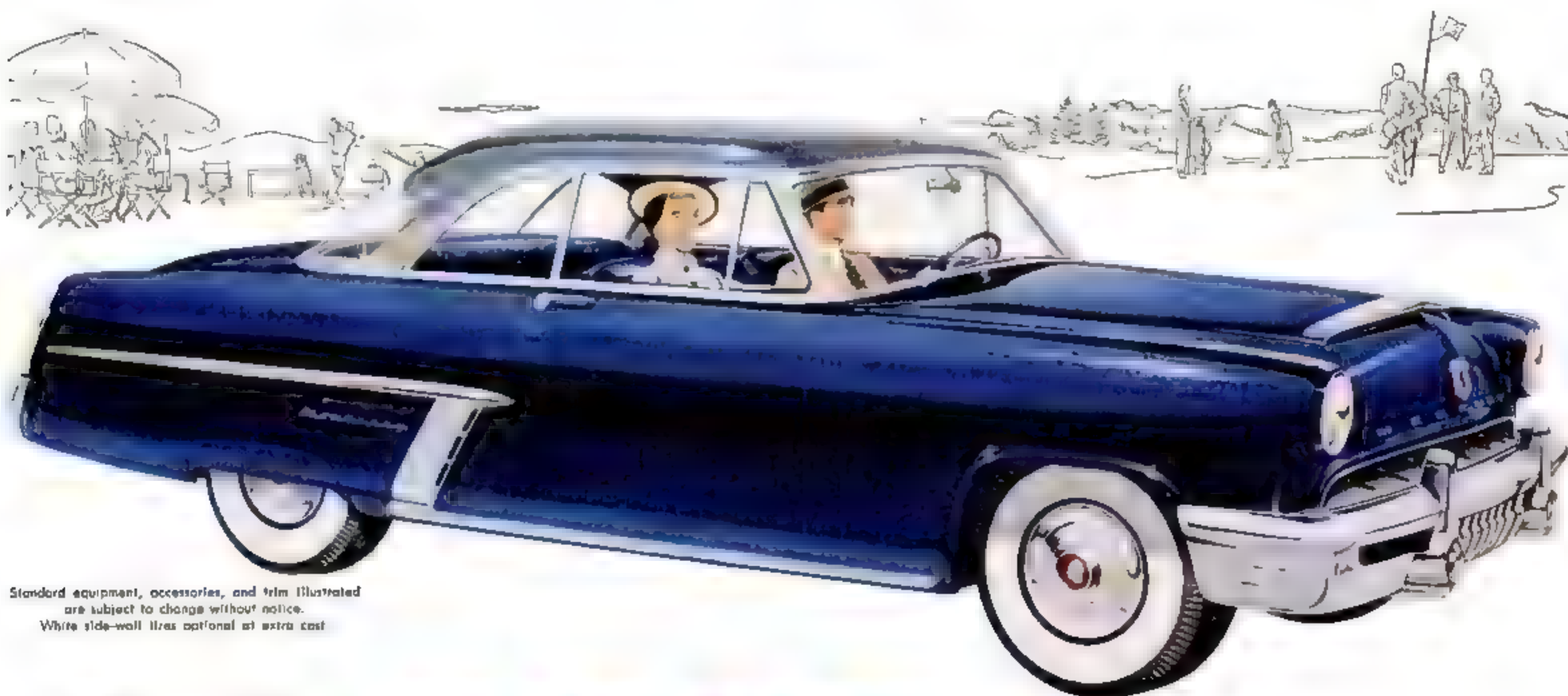
MERCURY LEADS THE INDUSTRY WITH FORERUNNER STYLING

Your own eyes will give you the good news. You'll see at once that Mercury is new in a fresh and daring way that makes other "new" cars look old. You'll also see that Mercury is loaded with exciting new Future Features... like the Interceptor instrument panel... Space-planned interior. But here's the best news of all:

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Yes, this massive Mercury—with the stepped-up V-8—is pound for pound the most economical car in America today. Mercury, with optional overdrive, has taken top honors in its class in the Mobilgas Economy Run for three straight years—twice won the ton-mile Grand Sweepstakes. Drop in at your Mercury dealer's today and prove it all for yourself. You've got nothing to lose... except any old ideas you may have about big, beautiful cars being expensive!

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What you pay for your girdle and your bra is *not* the way to measure value. The long wear you obtain, the figure shapeliness, the blissful comfort are what make Flexees your best buy. Be fitted soon!

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LETTERS TO THE EDITORS

CONTINUED

Returning to America, I wondered if my people would have to endure similar trials before Christians of all faiths could forget their petty differences that separate and weaken Christianity in America.

MARGARET F. KOEHNLEIN
Waukesha, Wis.

NEWSFRONTS OF WORLD Sirs:

Want to compliment you on the most complete, well balanced and enjoyable issue I've seen in years.

Just one small flaw in "Life on the Newsfronts of the World," (LIFE, Sept. 22). We'd prefer a picture of Mrs. America standing, if you have one.

M. V. BROCKSCHMIDT
Miami Springs, Fla.



MRS. AMERICA ON HER FEET

HISTORIAN FOR IKE

Sirs:

There is no man in the South more learned in the subjects on which he speaks than Dr. Douglas Southall Freeman ("Ike Gets Vote of Southern Historian," LIFE, Sept. 22). The authority and weight of his reasoning concerning Mr. Eisenhower are to me, as a fellow Southerner, conclusive.

WILLIAM RALSTON JR.
New York, N.Y.

Sirs:

Freeman has been a camp follower of Ike's since at least 1945. He has foisted his personal ideas on the public for longer than I care to remember. . . . Few challenge Ike's military prowess, but God preserve us from another Grant in the White House.

OWEN J. WILLIAMS
Danville, Va.

Sirs:

You are to be congratulated on your literary achievements here of

CONTINUED ON NEXT PAGE

Clean faster, easier with Jet Power ^{SUPER} Suction!

UNIVERSAL Jet-99

NEW SUPER-TYPE VACUUM CLEANER



EMPTIES IN 2 SECONDS



JUST PRESS THE BUTTON . . .

Nothing to take apart . . . no heavy motor to remove. No clips, no clamps . . . nothing to fidget or "wrestle" into position. The button and the bag are out front for easy access!



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Just eat tasty TUMS like after-dinner mints. You need no water. Take TUMS wherever you are, whenever you want speedy, blessed relief from gas, heartburn, and that miserable "over-full" feeling of acid indigestion.

AFTER BREAKFAST... Take one or two TUMS to calm your stomach, ward off heartburn, gas. See if you don't feel better.

OVER-SMOKING... Sweeten mouth and stomach with one or two TUMS and smoke up. Always keep TUMS handy.

OVERINDULGENCE... Food too rich? Eat or drink too much? Take 1 or 2 TUMS to relieve resulting gas, heartburn, acid indigestion.



FOR THE TUMMY

GUARANTEED TO CONTAIN
NO SODA

LETTERS TO THE EDITORS

CONTINUED

late. Freeman's article was great reading the first as well as the second time. . . . After fighting in the U.S. Army from 1942 to 1946 I came out vowing never to vote for any professional soldier for president. I recant. Mr. Eisenhower has my vote.

JOHN TAYLOR MOORE
Austin, Texas

FLORA McFLIMSEY

Sirs:

The "popular 19th Century poem" mentioned as the source of doll Flora McFlimsey's name ("Flora McFlimsey's Friend," LIFE, Sept. 22) was written by my grandfather, William Allen Butler, in 1857. "Nothing to Wear" was its title and even today great-grandmothers all over the land can quote stanza after stanza.

A satire of the times, it appeared anonymously in *Harper's* and was translated into many languages. Here is part of it:

Miss Flora McFlimsey, of Madison Square,
Has made three separate journeys to Paris, . . .
Spent six consecutive weeks, without stopping,
In one continuous round of shopping— . . .
And yet, though scarce three months have passed since the day
This merchandise went, on twelve carts, up Broadway,
This same Miss McFlimsey, of Madison Square,
The last time we met was in utter despair,
Because she had nothing whatever to wear!

CHARLES T. BUTLER M.D.
Ojai, Calif.

SPORTS CARS

Sirs:

As an MG owner, I tip my hat to your accurate story of sports cars in America ("Sports Cars," LIFE, Sept. 22). It is refreshing to see an unbiased account of what has become a healthful and most pleasant pastime.

LEO P. CUMMINGS
Chicago, Ill.

Sirs:

Obviously the individual who wrote "Sports Cars" has never driven one. He is one of the envious group that watches them flash by while trundling "klonkers" up the highway.

I admit that my MG is a little crowded if you have a dog and several

CONTINUED ON PAGE 32

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Take it like a vitamin! Tests prove new Nullo so effective that, in most cases, one full-strength Nullo tablet equals the effect of two ordinary chlorophyll tablets. Take Nullo every morning! Be sure you're always nice to be near!

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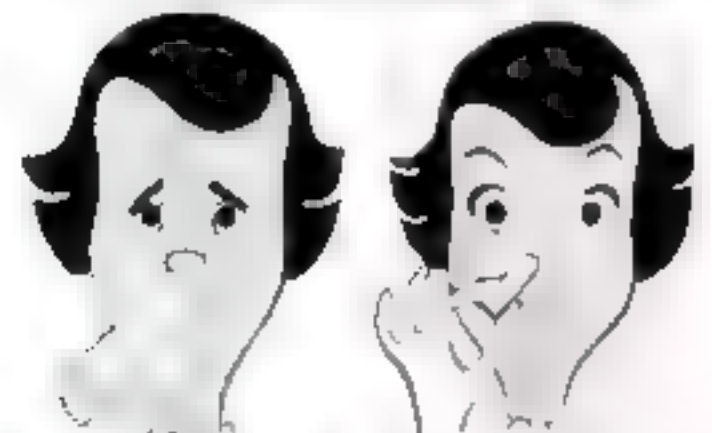


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Just a whiff of this handy Vicks Inhaler makes cold-stuffed nose feel clearer in seconds! Use it any time . . . anywhere.

COMFORT



Use as often as needed

4th down and goal to go!

... time to signal your **MONEY** adviser



At the tender age of four, a lad has a wide choice of the goal he wants to reach someday. All-American halfback—cowpoke—jet pilot—doctor—lawyer—even President of the U.S.A.! But a lot can depend on what *dad* does about it—and how *soon*!

That's why so many wise fathers insure the lives of their children with **MONEY**—to provide an insurance "nest egg" for the future. Best of all, the younger a child is, the less you pay. For example, a \$5,000 policy for a 4-year-old costs less than \$6.00 a month!

Such a policy will provide your child with money for emergencies and opportunities as his family and business careers begin. And your youngster will have life insurance that will cost him far less than any he could ever buy later.

Why not let a **MONEY** adviser give you the benefit of his skill and experience in fitting *all* forms of life insurance to individual needs? Through Mutual Of New York he can offer you maximum protection and flexibility for your insurance dollars. Mail the coupon—today—for further information!

WEATHER STAR SIGNALS
ON TOP OF OUR HOME OFFICE
Green Fair
Orange Cloudy
Orange flashing Rain
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Spun-lo

STILL COST ONLY ABOUT

69¢*

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**Extra sizes slightly higher
Brief styles slightly lower*

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Producers of continuous process rayon yarns and ©Tyron cord for tires

LETTERS TO THE EDITORS

CONTINUED

offspring, but what car isn't? We live in a conservative part of the U.S., have some of the coldest winters, but even here foreign cars have won a place! The American public would like something that doesn't handle like the battleship "Big Mo."

M. K. BERRYMAN

Salt Lake City, Utah

Sirs:

If that Stutz Bearcat can do 85 mph, you can bet your Uncle Elmer's wooden leg it has been souped up by modern means not available in the late 'teens and early '20s. We tried all the tricks known at that time.

W. K. LETFORD

Sayville, N.Y.

● The new Stutz dual valve engine averaged 83.74 mph in the 1916 Vanderbilt race and did even better on the straightaway. This engine became standard equipment on the Bearcat in 1917.—ED.

Sirs:

Your writer who says "XK-120 Jag can hit 120 mph" should learn to lock his knees and stand on the throttle pedal.

I have ridden a Jag at 128.7 mph in a small scientific test sponsored, electrically timed and halted by the Venice, Fla. police department. I have a \$53.60 court receipt to prove it.

FRANK T. SKINNER

Detroit, Mich.

'PRINCESS KATHLEEN'

Sirs:

Your vivid pictures in "The Wreck of the Princess Kathleen" (LIFE, Sept. 22) reminded me of a similar occasion in 1910. The *Princess May*, also on the Alaska run, ran aground and all aboard were taken off in lifeboats. When the tide came in, the *Princess May* floated off with no damage done. I bought the enclosed picture of the spectacle in Canada way back then.

JOSEPH BAUER

Los Angeles, Calif



HIGH AND DRY 'PRINCESS MAY'

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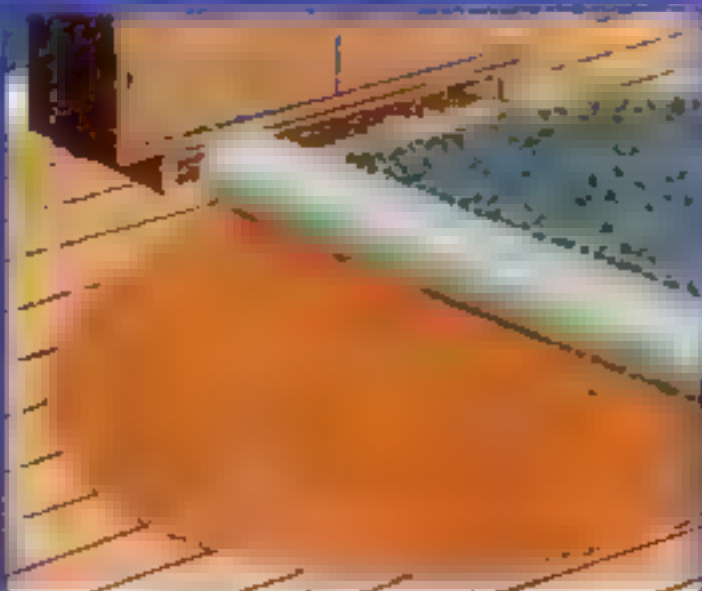


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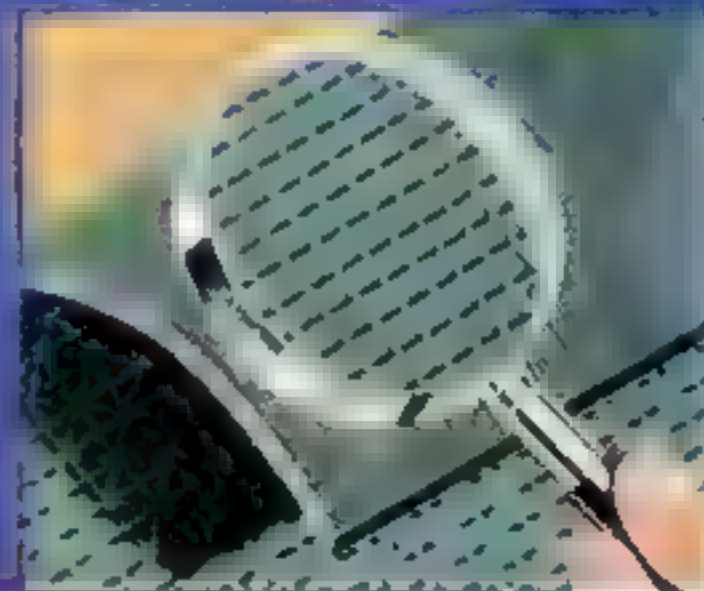
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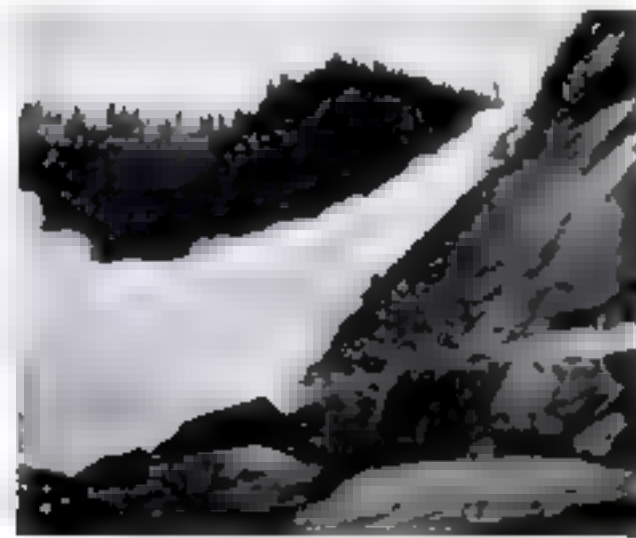
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BEHIND A BIG STORY THERE MAY BE ANOTHER ONE

Sometimes a reporter becomes so interested in recording his own difficulties that he almost forgets to report the story itself. We were reminded of this the other day by a book on the Civil War, which included several contemporary descriptions by war correspondents. They described their hardships in such detail they barely had room to mention the battle. We usually steer clear of this sort of thing, on the theory that it is the results that count. However, neither the majestic color or essay on the new Canada in this week's issue (pp. 72-85) nor the heart-wrenching report on the international struggle for custody of an 11 year-old boy (pp. 26-33) are quite complete without an account of how they were obtained.

To photograph Labrador's remote Grand Falls, Photographer Jerry Cooke and Reporter Leon Jaroff, each burdened with 50 pounds of equipment, spent 20 hours hacking their way through 12 miles of mosquito-ridden, fly-infested bush and forest. Their experienced guide assured them they could not reach the base of the falls alive—so they set up cameras on the rim. This week Cooke and Jaroff, still nursing insect bites, were a bit chagrined when a Newfoundland engineer, G. H. Desbarats, sent us a picture (above) to prove he had reached the base in 1947. The



BOTTOM OF A BIG WATERFALL

editors reassured them—we feel Cooke's magnificent color panorama on page 83 symbolizes the latent power of the new Canada better than a picture made from below. Another LIFE team, sent to cover western Canada, braved hazards of a different variety. Ottawa Bureau Chief Sam Welles and Photographer J. R. Eyerman flew over no less than 65 glaciers in a single-engine float plane. Worse, in order to report accurately on the tastes of Canadian oil-field workers, Welles had to drink a dozen glasses of "Calgary red-eye."

To get the background on the contested parenthood of little Ivan Pircnik, LIFE Bonn Correspondent Roy Rowan went by train to Ljubljana in Yugoslavia and then drove 55 miles over precarious roads to interview and photograph the woman who said she was the boy's real mother. Later, Photographer Ralph Crane drove 140 miles in two hours flat to see the child and his German foster parents. Trips to out-of-the-way places and fast driving are normal occupational hazards of LIFE representatives. But Correspondent Rowan's visit to Yugoslavia was enlivened by an encounter with a fiery female comrade (above, left), who told him she had killed nine Germans and would make him Victim No. 10 if the boy's mother lost the case.



FIERY COMRADE AND MOTHER

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MAMIE EISENHOWER (SEE ARTICLE, PP. 149-158)

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THE STORY OF



PAVLA PIREČNIK, PATIENT BUT TENSE, SITS IN COURT WAITING FOR JUDGES' FINAL DECISION

HOW PAVLA PIREČNIK WAS PARTED FROM A SON . . .

Last week in the German city of Frankfurt a U.S. occupation court decided on the custody of a young boy and thus wrote a final chapter to a story 12 years in the telling.

On New Year's Day, 1941 nobody in the Yugoslav town of Soštanj was happier than Pavla Pirečnik, for that day she bore her first son. She christened him Ivan after his shoemaker father, who proudly saw the birth recorded as the year's first entry in the archives of Soštanj. The Pirečniks lavished upon Ivan perhaps even more love than they gave his 11-year-old sister Marija.

But in the Europe of 1941 nobody's happiness was safe. Hitler's soldiers came to Soštanj in April. Then the shoemaker kept to his last by day. At night—against the fears of Pavla who urged him to "let men without children do that work"—he crept out as a Partisan. The Gestapo came for him in October. Pavla saw him once in prison on Christmas Eve. Three days later a firing squad killed the shoemaker.

Pavla fled with her children. It took the German *Feldpolizei* eight months to catch them, Marija was sent away. Then Pavla, answering a similar summons, looked back in the dawn and saw 20-month-old Ivan

asleep on the straw-covered floor of a detention camp. She carried the image with her and cherished it, with prayer, through three empty years of concentration camps.

Pavla Pirečnik returned to Soštanj in September 1945. What Auschwitz could not do, her empty home did. She crouched on the stoop and sobbed for her vanished children. But in November, almost a miracle, a nearly adult Marija came home from Vienna. For four years Pavla kept doggedly after the International Refugee Organization for news of Ivan, but there was nothing.

Then on Jan. 30, 1950 a letter came. Pavla's son was alive. It took another year to learn that he had a new name and new parents—German parents. She appealed to the I.R.O. to get him back and once thought she had. A letter in English came and Soštanj's only student of English thought it said Ivan would be brought home May 16, 1951. Pavla was there to meet the train; she met empty trains for a week before she realized the student had made a mistake.

By then the U.S. occupation court at Marburg, which had jurisdiction, had ruled Ivan should stay in Germany. Unbelieving, Pavla cried, "But I am his blood mother!"



SOLEMNLY HOLDING HIS SANDWICHES, IVAN-DIETER SITS

TWO MOTHERS



OUTSIDE JUDGE'S OFFICE, AS HIS CASE IS BEING PONDERED

LIFE

Vol. 33, No. 15 October 13, 1952



JOSEFINE SIRSCH GETS THROUGH THE TIME OF TENSION BY WORKING AT HER SEWING MACHINE

... AND JOSEFINE SIRSCH FOUND A SON TO LOVE

In Bärn, Sudetenland the 10 childless years of her marriage were fulfilled for Josefina Sirsch in June 1943 when she returned from an orphanage near Leipzig with a 2½-year-old boy to call her own. She named him Dieter and, with her soldier husband Gustav, took out a German certificate arbitrarily fixing the child's birth date as Jan. 1, 1941. For Sirsch, an SS trooper and a loyal Nazi, there was an extra pride in making a home for this child whom the authorities had described as the "son of Volksdeutsche murdered by Yugoslav Partisans." Josefina said, "We have what we always wanted."

Gustav was sent to Prague and when the war ended he went to a Soviet prison camp. The war's end also put Josefina to flight with Dieter, for Germans were no longer welcome in Sudetenland. They were not very welcome either in the chaos of Germany. Still, by 1948, she had found work as a seamstress in Vollmarshausen, near Kassel in central Germany. At Christmas that year Gustav came home from Russia, thin and sick. But, as he gradually worked back into his painter trade, things got better for the Sirsches and their son.

The blow fell Feb. 23, 1951. From the

I.R.O. came word that Dieter's real mother was not a murdered German but a living Yugoslav named Pavla Pirečnik. And she wanted her son to come home. Shaken and fearful, the Sirsch family endured the suspense of the first court hearing, in which the judge ruled that Dieter was theirs to keep, and a hearing by the U.S. Appeals Court, where three judges again affirmed the Sirsches' claim, voting two to one.

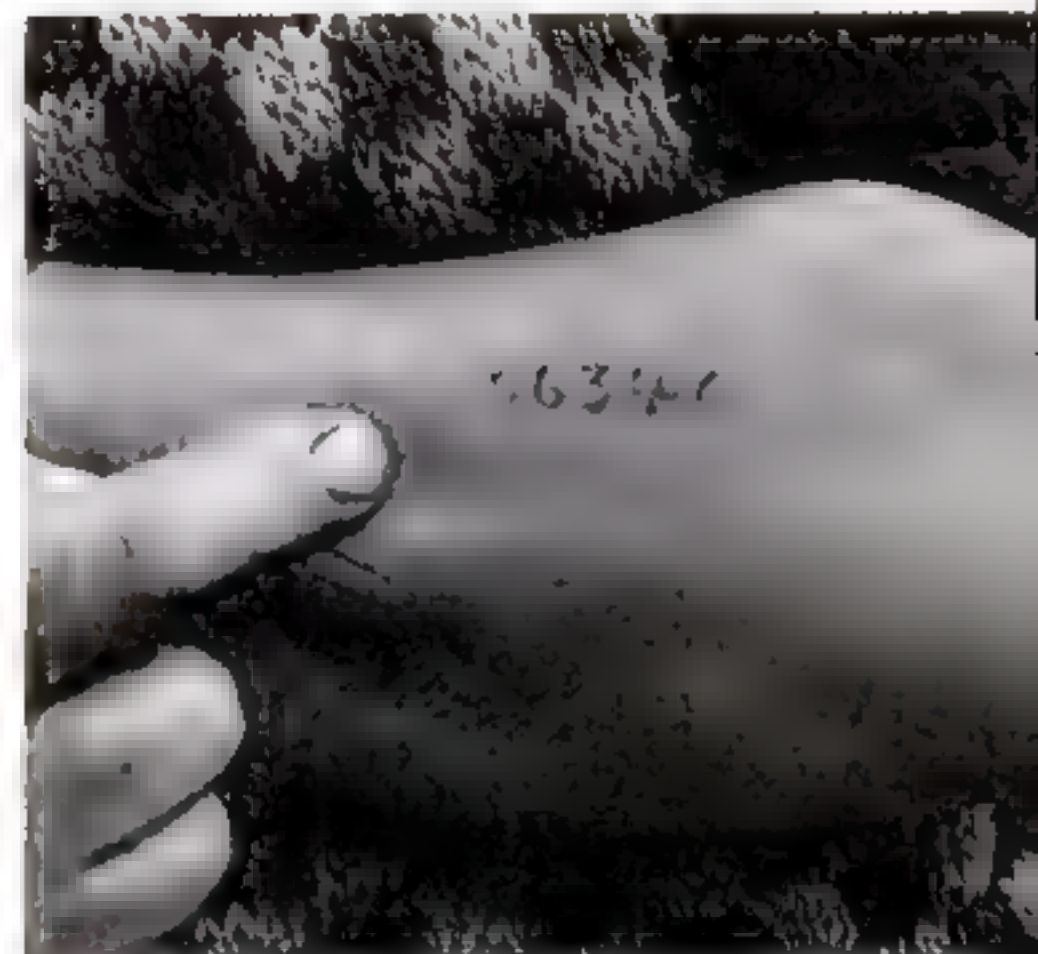
Through all this the Sirsches had protected Dieter's natural belief that they were his real parents. But when still another court appeal by Pavla Pirečnik was entered, Josefina knew that at last she must burden the 11-year-old boy with an adult's load of heartbreak. Taking him to a movie with a problem similar to their own, *You Should Not Ask My Heart*, she asked whether he approved the ending of the film, in which the small-boy hero chose his real mother over his foster mother. Dieter nodded yes, and Josefina, appalled, blurted out the truth. After a silence, Dieter said, "Mother, I want to stay with you." Thus the boy's choice was made between Pavla Pirečnik and the woman against whom Pavla in her grief had cried, "She is only his bread mother!"



HOME TOWN of Piročniks, ringed by orchards and hills, has 3,000 people and is district capital.



HAPPY MARRIAGE lived on in wedding photo (above), snapshot of Ivan at work (center, below).



BLACK BRAND on her forearm (16340) remains forever to remind Pavla of the Auschwitz brutality.



NEW JOY is granddaughter Irena, born to now married daughter Marija.



DREARY JOB in Sušanj town hall ekes out Pavla's \$4 monthly pension.



GOOD FRIENDS speed Pavla on way. They are Women's Antifascist League, whose president (second from left, facing camera) killed nine Germans as Partisan.

POIGNANT MEMORIES, APPROACHING CRISIS

As the two mothers waited for the court to hand down a final decision on whether the boy's life should go on as Ivan or as Dieter, they could turn for consolation to their memories and mementos. Pavla, now worn beyond her 42 years by Auschwitz and grief, could

remember the bloom of her wedding to the shoemaker and, beyond that, she had Marshal Tito's own certificate proving that her husband had left her only to die for his country. Josefina, still buxomly youthful at 49, had the snapshots which showed how Dieter had flour-

GERMAN MOTHER WITH DIETER



FIRST PHOTO shows Dieter riding toy horse just after Sirsches got him.



DEVOTED BOY hugs "mother" in 1944, year after Sirsches took him in.



GOOD BOYS, Dieter (left), friend appear in First Communion suits.



GOOD PARENTS keep their spirits up talking about Dieter's life with



HUSBAND'S MEMORY is enshrined in certificate hailing, in Slovene, "fallen fighter for liberty."



RARE LUXURY is finger wave by Šoštanj beauty operator. Pavla wanted to look her best for Ivan.



ON THE WAY Pavla tells the story of her quest to a Yugoslav soldier who had read of Ivan's case. She

rode in second class coach during first lap of her trip to Germany. Fare was paid by Tito's government.

ished in her care. And she still had the boy.

But now, before all three, loomed a crisis they scarcely knew how to face: Pavla was coming from Yugoslavia to see her son before the final hearing. Preparing to go to Lohfelden, where the Sirsches now lived, Pavla arranged

the few family photos to show Ivan. In her two-room home she made ready a bed in the hope that he might be coming home with her.

In Germany, Josefina pointed out, for Dieter's sake, Yugoslavia's location on his school maps. Otherwise she tried to keep his life going

as usual. Even on the last day he played with a neighbor's pup and went to school. At last Pavla nervously boarded a train in Šoštanj. Two days later, in Lohfelden, Ivan-Dieter left school early to lean out the window and wait for his blood mother—more curious than stirred.



them as they await Pavla. Gustav stayed home from work this one day.

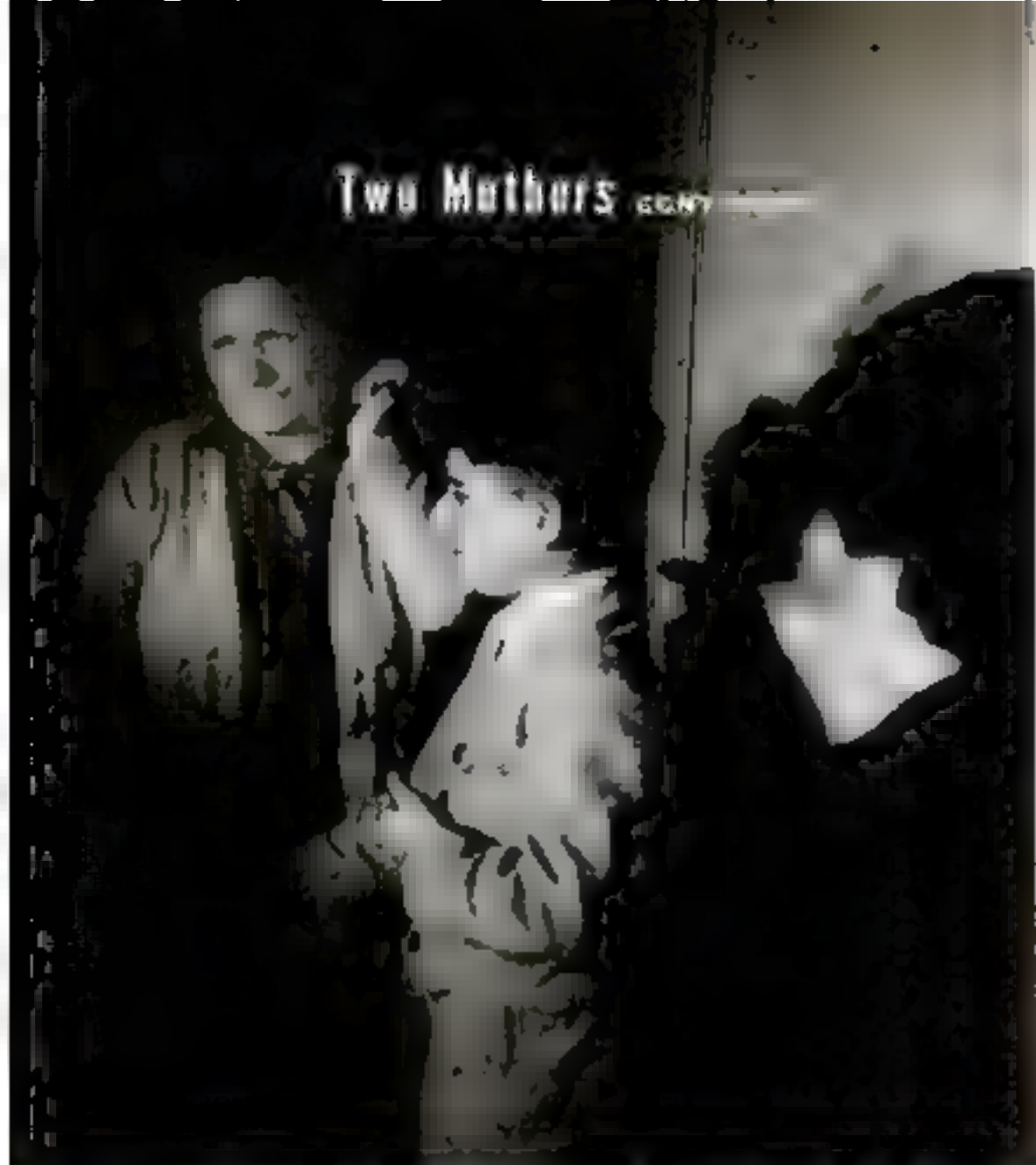


CLASSMATES, a smiling Dieter and bespectacled Gerhard Zwesper, discuss at school eminence of having another mother coming all the way from Yugoslavia.



WAITING for mother he could not remember, Dieter leans out window.

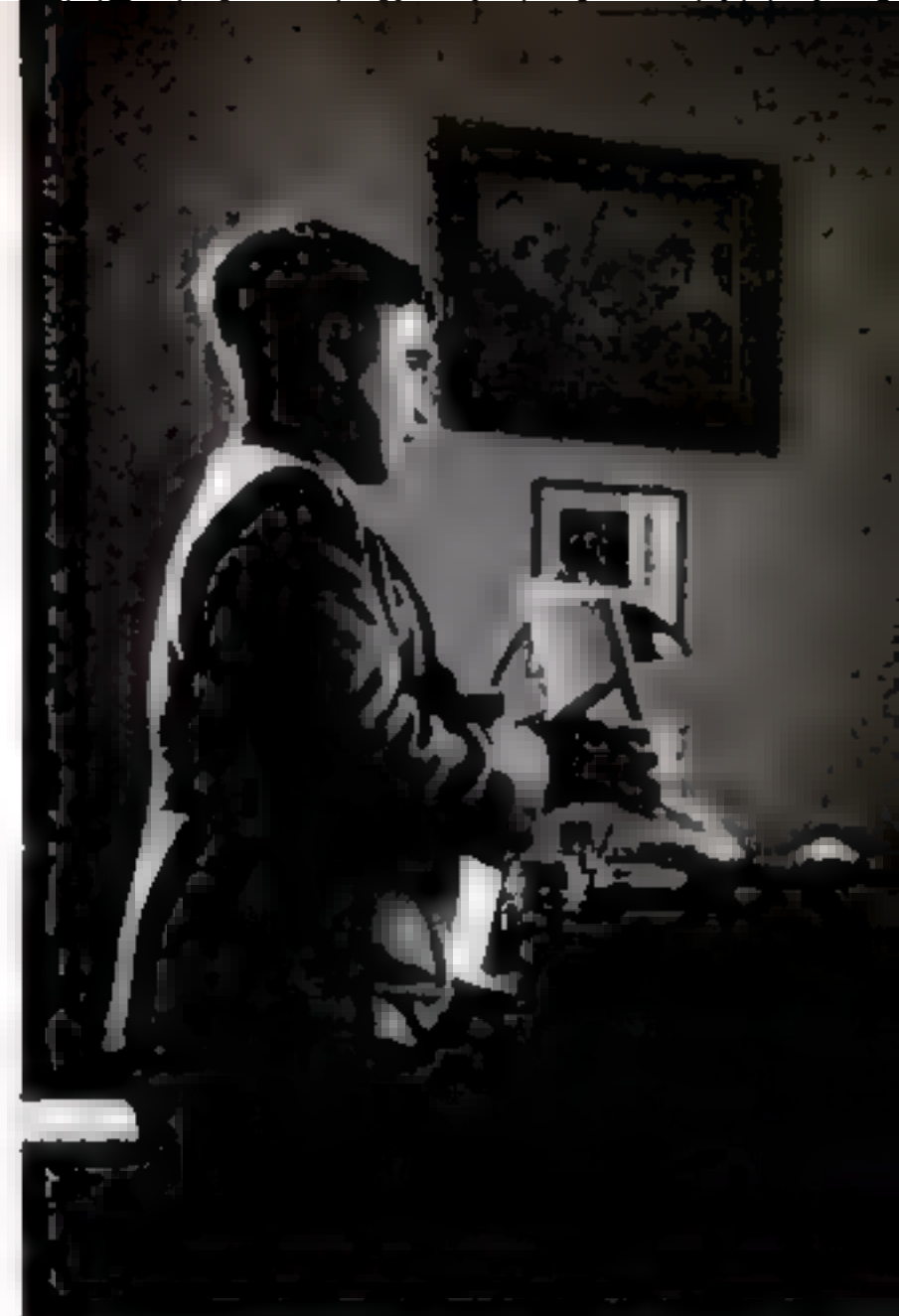
Two Mothers



FIRST MEETING makes Ivan sob, Pavla lift her hand to dry tears; Josefina is at the right.



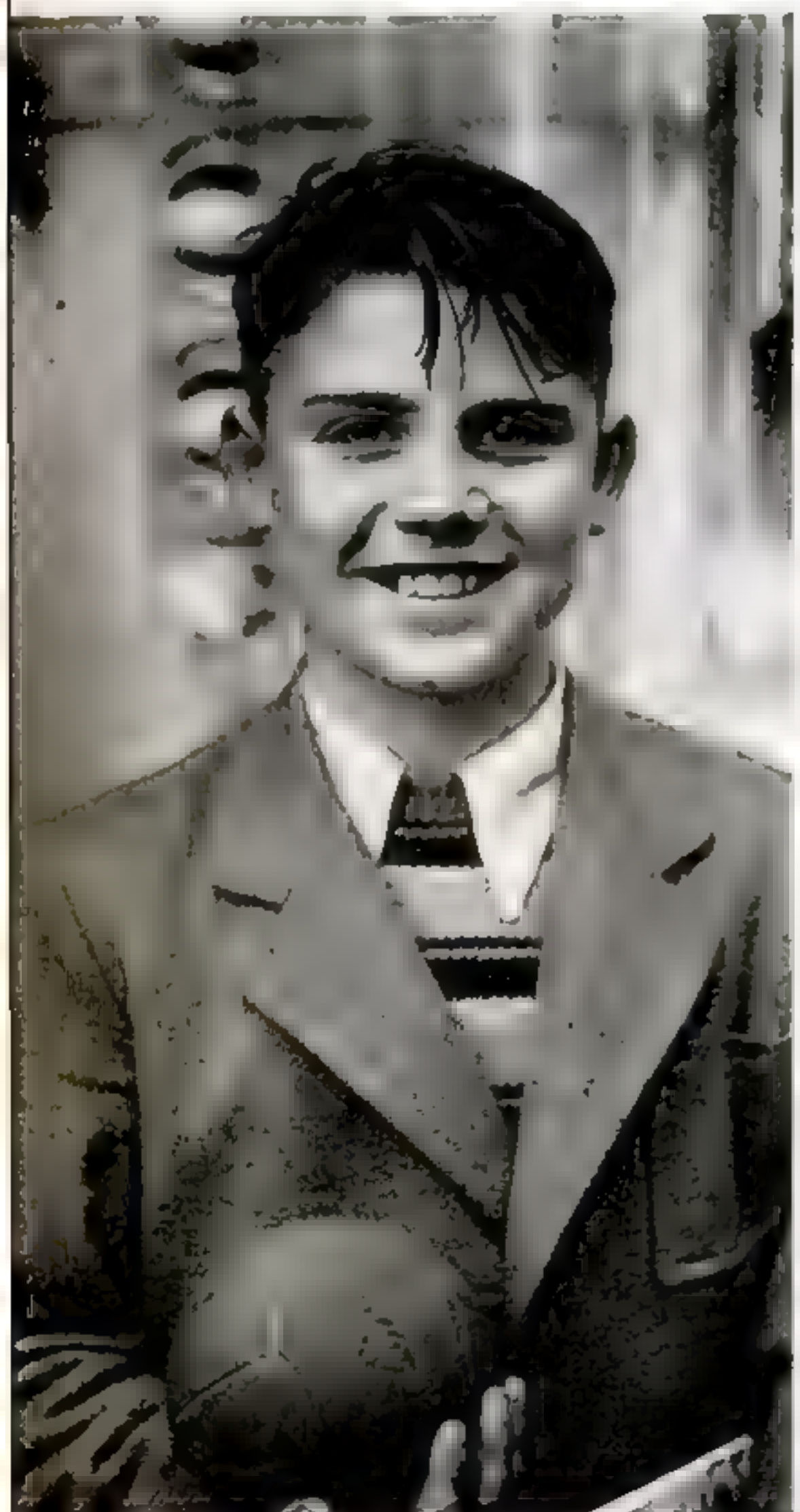
MOTHERS AND SON in Siroch home talk over the case while the boy, still all at ease near Pavla, presses close to Josefina.



THREE JUDGES confer in chambers with Ivan, who thanks Justice Clark (at desk) for

THE HEART OF A BEWILDERED BOY AND AN INTERNATIONAL INCIDENT

Pavla Pirečnik could not steel herself to go to Ivan's home. She waited until he was brought to a nearby inn. Then she burst into sobs of "*Das ist mein Ivan*," almost the only words she knew in the only tongue her son understood. The boy too broke into tears, overwhelmed by things he did not understand. The case went again to court. It seemed weighted for the Siroches, for earlier Chief Justice William Clark and Justice Marc J. Robinson had held that to place Ivan "among strangers, of whom his



PLEASED BOY smiles over ball given by the judge before he realized his old life was ended.

NEIGHBORS COME TO SAY TEARFUL GOODBY —>





Robinson Crusoe in German as Justice Fulgum (rear) and Robinson (right) look on.



WINNING MOTHER, between smiles and tears, leaves after the verdict "I am happy . . . but who will tell Ivan?" she asked.



SPECIAL MASS, with Sirsles, sends boy to new life where he will have same religion.

mother is one, seems cruel." Justice Carl W. Fulgum had dissented, protesting that the ruling meant "a former SS trooper is considered more suitable [than she] who suffered so much at the hands of the Nazis." This time, though the court was clearly impressed by Pavla's coming in person, the hearing became an international incident. Behind it was a storm of demand for the boy's return in the Yugoslav press, as well as Judge Clark's opinion that "I would not want to live in [the Communist

dictatorship of] Yugoslavia. Why should I condemn a helpless child?" The boy was spared the courtroom ordeal, but in chambers he sobbed to the judges, "I want to stay here." The judges found the issue was bigger than a small boy's heart. They announced a decision. Justice Robinson had changed his mind and Ivan would go home with his blood mother. Ivan manfully endured the repetitious agony of saying goodbye to nearly the whole town, his schoolmates, and finally the only mother he loved.



HAGGARD BOY hears his schoolmates, who are crying too, sing their farewell song for him.



PARTING GIFT from friends of 36 marks (\$8.58) brings shy smile from boy as foster father looks on.



MOTHER'S ADVICE, the last from Josefina, is that he should be good to Pavla, his stranger mother.



DOTING ELDER, "Grandfather" Hausner, breaks down and cries with Ivan after giving boy his watch.



COURT ORDER for delivery of Ivan is brought to Sirsch home by Yugoslav lawyer. Pavla Pirečnik had decided to stay in Frankfurt and wait for him there.



MASS FAREWELL brought 400 neighbors into the street, nearly mobbing him as Ivan left his German home for the last time to drive off in the lawyer's car.



LAST TOUCH was Josefina's clutch at Ivan's hand as the auto moved away. "I will always love you," he said, then shouted, "Take care of yourself, Mommy."



MOTHER'S DESPAIR overwhelms Josefina. She had kept composure before, but, breaking down for first time, she cried out, "I will never see him again."

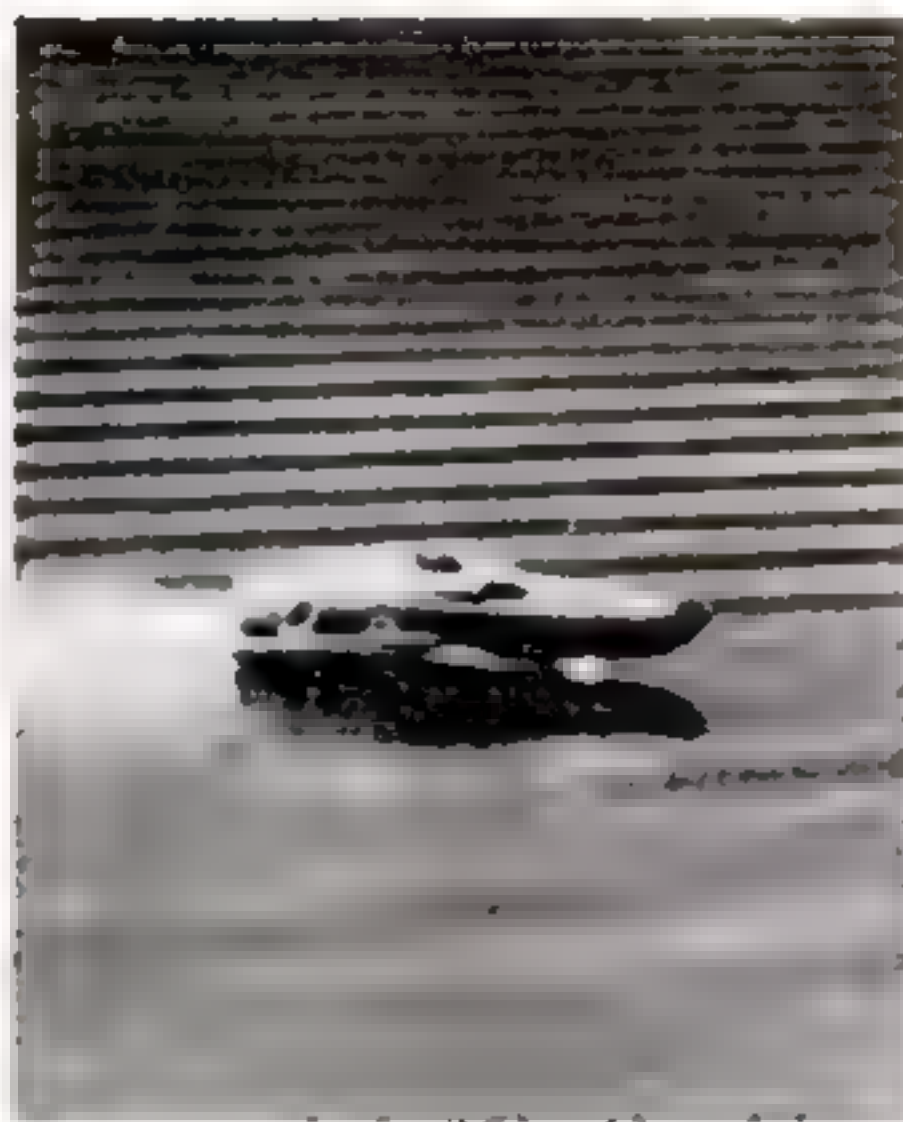


"DAS IST MEIN IVAN," MURMURS MRS. PIREČNIK
AS HER LONELINESS ENDS IN FRANKFURT HOTEL



A SHIELD FOR A MADMAN

After Louis DiFraia had escaped five times from mental institutions, it hardly seemed possible that he would be able to escape a sixth. But he did. Last July he jumped out of a window at the Rhode Island State Mental Hospital. Then last week he turned up in East Providence, where he



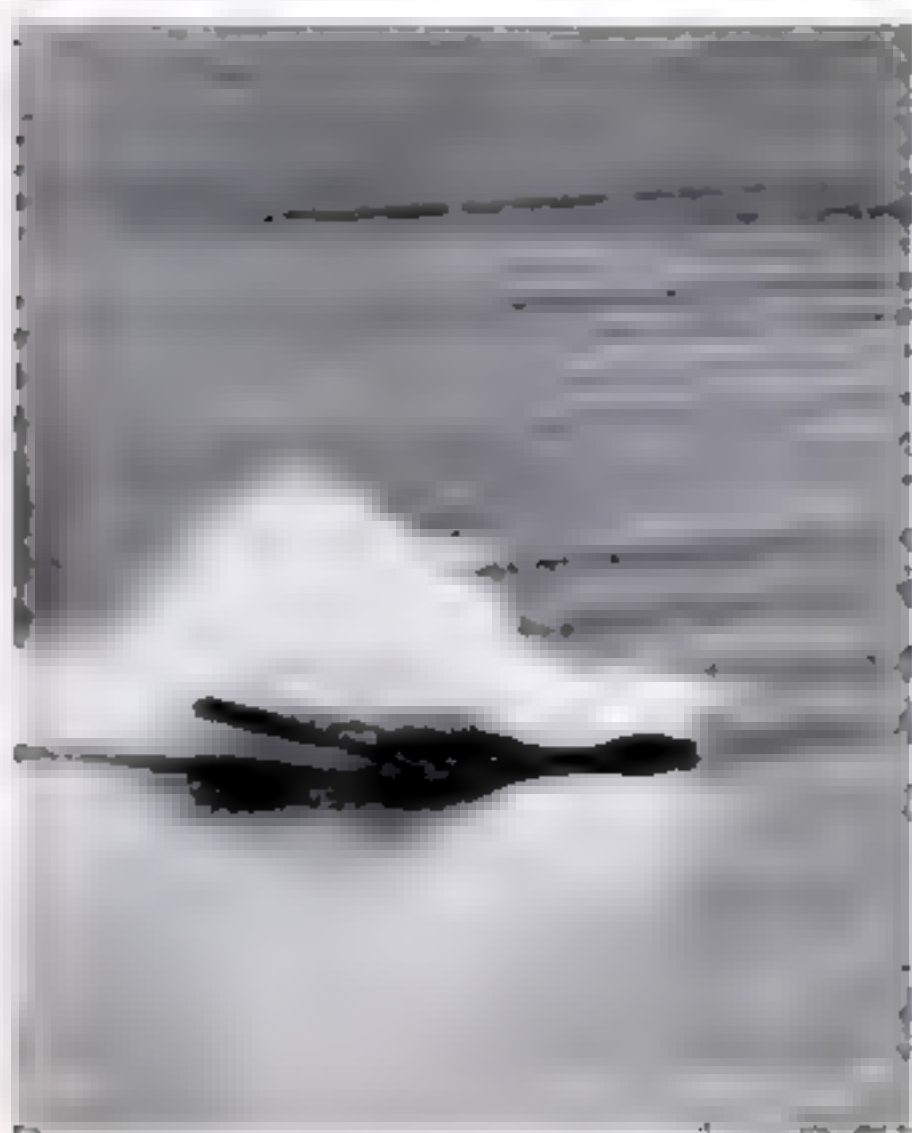
DEATH FOR A SPEEDSTER

English Fur Broker John Rhodes Cobb, 52, who set the world's land speed record (394 mph) in 1947, wanted the water record too. He built a jet-engined 6,000-hp craft called the *Crusader* for £15,000 to do it. Last week he climbed confidently (picture at left) into his boat on Loch Ness in



robbed a bank of \$51,000 and drove away with the police in hot pursuit. DiFraia fled into a house in nearby Pawtucket. While a mass of armed policemen lined up at one side of the house, DiFraia walked out the other side holding a woman he had found inside as a shield in front of him

(above). A moment after this calm-looking picture was taken, pistol shots, carefully aimed by detectives to miss him, drove DiFraia back into the house. Then from a window DiFraia killed a policeman. Tear gas brought DiFraia out, hands up in surrender. Once more he was in state custody.



Scotland and took off at a terrific clip. He soon passed 200 mph but slowed down at the end of his first measured mile, presumably because he saw ripples ahead. Even so he was clocked at 206.8 mph, 28 above the record. Then, just after he crossed the one-mile line and before he could turn

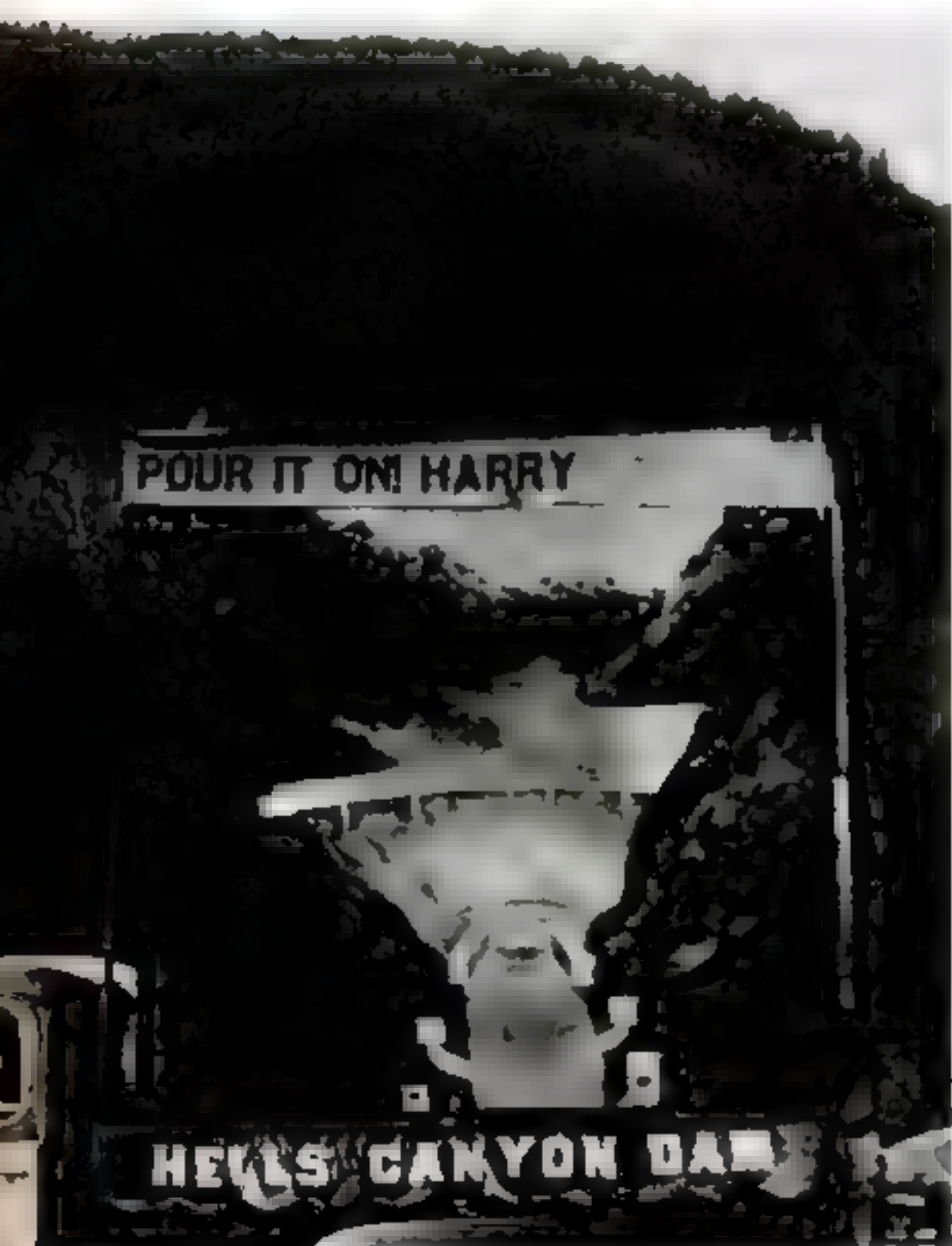
for the return mile which he needed to make his mark official, his boat was caught in the ripples. The nose went down, the engines were swamped. While his wife watched from a hillside, Cobb was thrown free and killed, as his *Crusader* blew to pieces in a cloud of smoke and spray.



HUNGRY HORSE DAM, big public power project, was dedicated by Truman near Kalispell, Mont.



IN HARD HATS like the Hungry Horse workers, Truman and Margaret both drew cheers at the dam.



ENCOURAGING CRY heard all through trip is combined in Idaho with picture of projected dam.



BLAST OF DYNAMITE is set off as Truman pushes plunger to move "first shovelful" of earth

for Tiber Dam, in Montana. With this he said, "This is what we're going to do to Eisenhower."

AN OLD HAND GETS A BIG HAND

Truman takes the road to blast Ike at whistle stops and by damsite

Last week the two main actors in the great American political drama slipped back into ingenue roles while a seasoned star stomped across the nation's stage. Harry Truman, the old master, went into his rough-and-tumble act with glee, gusto and no holds barred. He harangued, in better than '48 style, '48-size crowds at 50-odd cities and whistle stops from Ohio to the Pacific. At Lakota, N. Dak. he said Ike was "owned body and soul by the big-money boys." At Fargo he got a laugh by saying the "LOOK AHEAD, NEIGHBOR" sign on Ike's train should read "LOOK OUT, NEIGHBOR." He said that Ike didn't know the score—and shouldn't be educated at public expense.

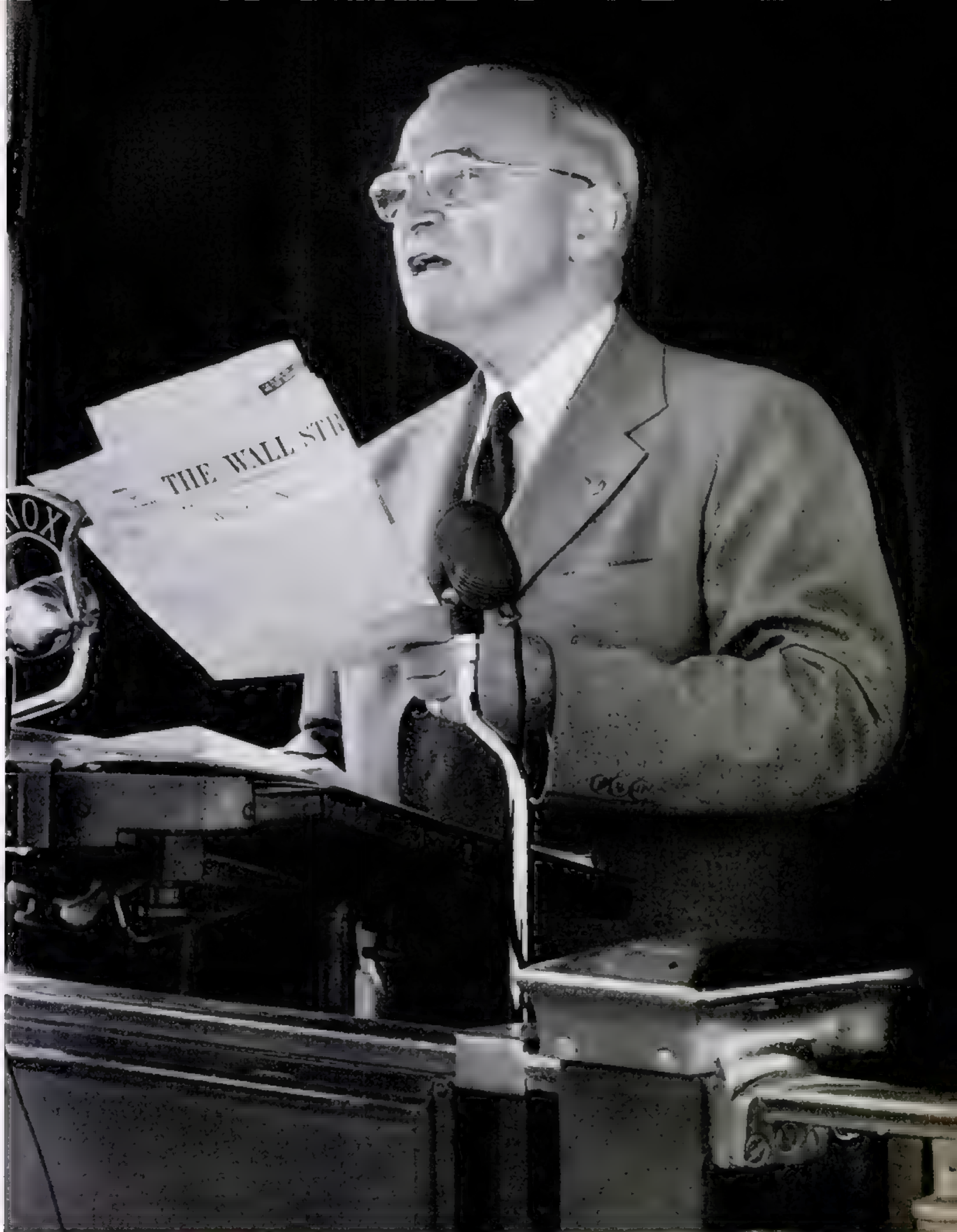
But, while the wisecracks made headlines, political experts realized Truman's speeches were carefully planned and shrewdly constructed. He was out to take the glamour from

Ike's name by painting him as an innocent soldier in the toils of evil men. He said Ike had done "a great deal of harm" by thinking we could be friendly with Russia in '45—the year Truman himself thought so at Potsdam. He warned water-power conscious Montanans that under the G.O.P. they might never see another Hungry Horse project—but gave Republicans no credit for Hoover dam. He hinted that Ike, who he once thought would make a good president, had been a pretty poor chief of staff. Such tactics were frowned on by newspapers like the *New York Times*, which cried, "Cheap, Mr. President." But they brought cheers from the crowds—and they left no doubt that this was the President's week. He probably damaged Eisenhower, but he had effectively made his own administration's record a campaign issue that Stevenson would now have to defend.



BLAST OF APPLAUSE greets Truman train at Cerber, Calif. At one stop, when a boy yelled, "We

want Ike," Truman rejoined, "Well, why don't you go get him, and you'll get what's coming to you."



WHISTLE-STOP WALLOPS by Truman harped on the charge that Ike was a simple dope of "the bigtime lobbyists." At most towns he tried his best to put

general on the same team with "Republican reactionaries" as he did at Grand Forks, N. Dak. (above), where he waved copy of *Wall Street Journal* at the crowd.



AT 3:50 P.M. A CROWD OF 2,500 WAS DEPLOYED ABOUT AIRPORT, SOME ATOP THE ADMINISTRATION BUILDING, TO WELCOME EISENHOWER TO SOUTH CAROLINA

ALLIES AND A 'TRUTH SQUAD' RALLY TO EISENHOWER



SIGN ON DOOR of Byrnes's office left no doubt about his sympathies.

While President Truman was firing broadsides, General Eisenhower drew big crowds, as usual, as he moved toward the homestretch, handling as he went along two situations which required diplomatic treatment. In Columbia, S.C. he accepted the warm welcome of Governor James Byrnes, once Truman's Secretary of State, and the cheers of Southerners who were delighted at the first visit made by a major presidential candidate. There, however, Eisenhower disclaimed the Byrnes mantle of white supremacy by saying, "I will support and seek to strengthen and extend to every American every right that the Constitution guarantees."

Then in the Midwest the general carried his crusade to Adlai Stevenson's capital, Springfield, Ill., after visiting Michigan where he called himself a "Vandenberg Republican." Having thus identified himself, he moved to Wisconsin to cope with another type of Republican, Senator Joseph McCarthy. There Eisenhower said both he and the senator were against Communists, though he disagreed with McCarthy's methods. He stated that subversives could be rooted out with assurance that the principle of innocence until proof of guilt was established would be observed. At midweek the Republican campaign was fostered by an innovation—the "truth squad" (*opposite page*), a team of senators who trailed whistle-stopping Harry Truman to tell what they denounced as his wild pitches.



CONFETTI IN FACE, hurled by admirer, welcomed Ike in Michigan.

AT 7:30 P.M., AFTER EISENHOWER ADDRESSED 35,000 FROM OLD STATEHOUSE STEPS, HE RETURNED TO AIRPORT TO DISCOVER 1,500 ON HAND FOR FAREWELL





FIRST APPEARANCE together on train's rear platform came at McCarthy's home town of Appleton, where Ike had Governor Walter Kohler between them.



BOO FOR MCCARTHY attracted police in Milwaukee. Real Estate Broker Ronald Duke, who refused to leave the meeting, said, "I like Ike but not McCarthy."



SECOND APPEARANCE with McCarthy, the last on Wisconsin trip, came on platform at Milwaukee. Here Ike reacts to shake Joe's hand at close of address.



G.O.P. TRUTH SQUAD established to refute the Truman attack on Republicans holds a late hour conference in Kalispell, Mont. Senators Homer Ferguson (above, left), Bourke Hickenlooper and Francis Case drew crowd (below) at Flathead County school in Kalispell 24 hours after the President had appeared there.



WHY TAXES ARE AN ISSUE



"BARN-RAISING," BY VICTOR ANDERSON

HELP FROM NEIGHBORS

The American countryside is world famous for the size and beauty of its barns. Victor Anderson's painting (*above*) shows how they were raised, 50 and 100 years ago. America is also noted for the political vitality and booster spirit of its cities and towns. One manifestation of that is the annual rite called the Community Chest or Red Feather Drive.

In 1,600 communities this month or next, the hotel ballroom will echo to cheers. A row of shirt-sleeved men at adding machines will toss their tabulating tapes in the air; a bald-headed businessman will climb a ladder and scrawl "Victory" across the figures on the big score board. Another Community Chest will have made its quota and the volunteer money-raisers will have their reward: the glow of a special kind of civic pride.

Every year the Red Feather movement gets more highly organized (some two million volunteers this year), raises more money (\$240 million) and includes more good causes among its recipient charities. It is so streamlined that many feel the simple warmth of charity has gone out of it and would rather "do their charity directly"—or not at all.

Actually the Red Feather is another example of the American instinct for efficiency through voluntary mutual aid. It saves the time of social workers, contributors and money-raisers; gets the most good out of charity dollars; and keeps welfare a community responsibility, instead of the responsibility of a few rich men—or of the federal government. For their times and purpose, the community chests are no more overorganized than was a barn-raising. They deserve the support of every citizen within their reach.

According to a Gallup Poll last March, more than 70% of the people thought their taxes were too high. Taxes are even higher than people think, since about half of them are indirect and so relatively painless. The total tax bill of the American people is at an all-time high, not only in gross amount (\$80 billion) but also as a percentage of the national income (over 30%). Thus if taxes can ever be a political issue, this is the year—provided either party can make it an issue.

Eisenhower last week declared it his goal to reduce federal spending from \$81 billion to about \$60 billion over the next four years, and so "make way for a substantial tax reduction." Truman assailed such talk as "irresponsible politics." Stevenson also has taken the line that 85% of federal expenses are fixed by Stalin and that "the only way you could cut tens of billions from our budget would be to disband our armies, renounce our friends abroad . . . and, presumably, crawl into a cave to await destruction." Thus the Democrats make a political virtue of high taxes and call anyone who talks about cutting them, including Ike, an isolationist.

The real question about our present tax level is whether it is itself a danger to our freedom and deserves a special fight. Many economists think that when they exceed about 25% of the national income, taxes begin to lose their deflationary force and become inflationary instead. This happens because our basic economic behavior, both of corporations and of people, becomes "tax-oriented" instead of efficiency-oriented. For instance when the excess profits tax was passed, Beardsley Ruml, now Stevenson's own chief money-raiser, urged all corporations to avoid the tax by using "a double standard of expense dollars." Under this tax, in other words, it's dumb to be thrifty.

Or take the liquor tax, which was raised last year from \$9 to \$10.50 a gallon, with an eye for an extra \$200 million revenue. Instead revenues actually dropped, while revenue agents were suddenly faced by the greatest boom in moonshining since prohibition. One also hears of teen-agers who quit their part-time jobs when their earnings reach \$599—lest their parents lose a tax deduction. To avoid taxes some entrepreneurs find it profitable to merge a successful company with an unsuccessful one rather than to build up another success; Sylvia Porter recently reported seeing in a single day's newspaper half a dozen ads whose appeal was summarized in the headline, "Tax Loss Opportunity!" The total cost to an economy of such distorted motivations is impossible to measure, but it has obviously hurt overtaxed England and it is already damaging here.

The level and trend of our taxes are subtly changing the whole nature of our economy in the direction of less efficiency. Like inflation, high taxes are therefore an internal

danger just as Stalin is an external one, and it is evasive to quarrel (as Stevenson has tried to do) over which danger is worse.

Stevenson is for economy but is pessimistic about the possibilities and calls it (quite rightly) "a brutal job." Truman is against economy and calls it isolationism. Ike is for economy and tax reduction and promises both. Who is to be believed?

The strictly nondefense items in the Federal budget are \$9 billion. Here is where Stevenson's offer to "pinch every penny as best we can" might yield some cuts. But the Democratic record and platform both argue to the contrary. The Truman administration *tripled* the nondefense budget since 1946, despite its pretense of fighting inflation. The Democratic platform, far from offering to cut nondefense items, is one long promise of new ways in which Federal activities—and therefore Federal costs—will be increased.

Our own rearmament takes two out of three federal tax dollars. Can it be cut? Without using figures, Ike in his Baltimore speech proposed ways in which it could be handled more efficiently, thus yielding more armament for the same money or the same for less. Among them was broader civilian review of all Pentagon recommendations.

Congressional committees have done hard and spectacular work in digging up examples of Pentagon waste, such as the Navy's 50-year supply of anchors and the Army's purchase of enough cotton webbing to belt the equator and eight U.S. armies besides. But these are mere mistakes. The heart of the problem is a conflict of duties. The Pentagon has a duty to propose programs that will minimize every possible risk to U.S. security regardless of cost. This goal is obviously impossible. The civilian authorities, therefore, have the still greater duty of vetoing some Pentagon proposals altogether and selecting our major security risks. But few civilians, either in Congress or in the White House, have enough confidence in their own military judgment to argue with the Pentagon on this plane. Instead they take refuge, as Harry Truman did this year, in a flat ceiling on the military budget. Truman thereby victimized the Air Force without having really considered whether that was what he meant to do or not.

The military budget *could* be cut by several billions, but only by an administration able and willing and knowledgeable enough to rearrange the priority of our risks (and a Congress better staffed and better informed on the budget). That means a president who has reason to trust his own military judgment.

It also requires a president who is alive to the positive danger of overtaxation and is willing to give that danger its due standing among all the dangers we face. Ike sounds a lot more like that president than Stevenson.

For you Ketchup Lovers who want Rich, Fresh Tomato Flavor

Take a leisurely look. Its bright fresh color tells you, here is ketchup at its best. Made as only Campbell's know how—from luscious, deep-red, vine-ripened tomatoes. You'll love its smoother body, richer flavor. It's the newest of Campbell's famed tomato products. Try it!

Campbell's KETCHUP

It's new!



1852



They had \$68 and high hopes

That's how the Studebaker story began—two young blacksmiths, Henry and Clem Studebaker, with a yen to build wagons and \$68 in cash. They opened up shop in South Bend, Indiana, one February morning in 1852.

1858



An unexpected gold bonanza

A younger Studebaker brother, John M., had trekked west, lured by California's gold. But instead of prospecting, he built wheelbarrows—earned \$8,000 which he brought back to help vitalize the struggling little wagon business.

1868



A \$360,000 a year "giant"

Studebaker vehicles were nation-wide favorites by 1868. A factory employing 190 men produced 3,955 Studebakers that year—did a \$360,000 business. But this plant wasn't adequate. The brothers incorporated—expanded.

1874



Out of ashes to new strength

Studebaker thrived in the shaky '70s. Even in "panic" year '73, people bought over 10,000 Studebakers. Then fire leveled Studebaker's newly completed factories. Still larger plants rose. Sales passed a million dollars annually.

1889



Carriages for all the world

U. S. President Harrison—other celebrities—ordinary people—drove in Studebaker rigs now. On farms, in cities, over the roadways of the world, more and more hauling was being done in sturdy Studebaker wagons.

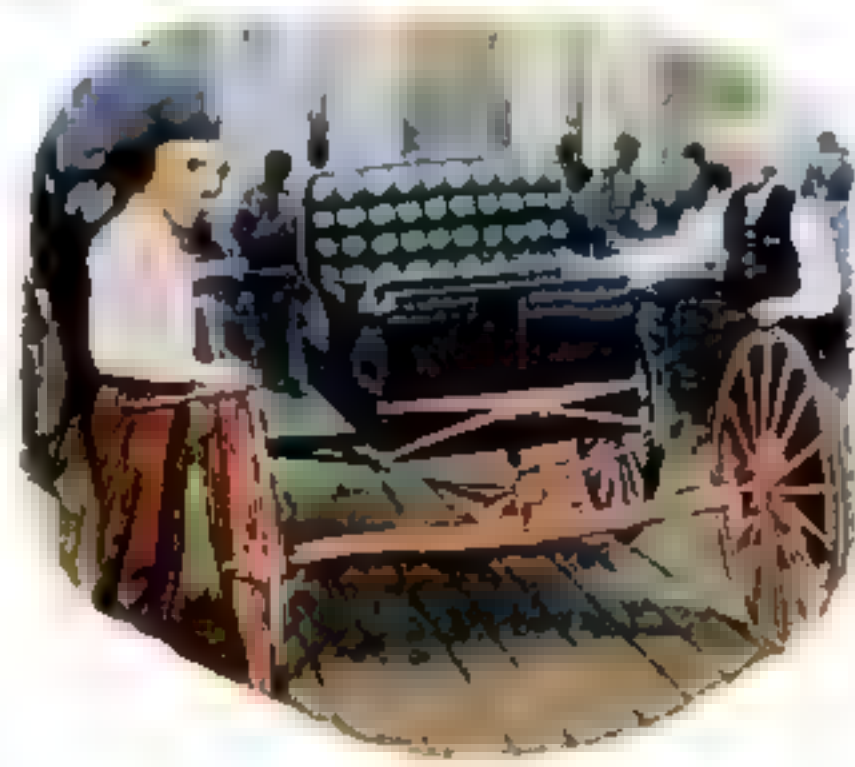
1898



From El Caney to Ladysmith

Horse-drawn Studebakers were transporting troops and supplies in Cuba in '98—serving as artillery caissons in South Africa in '99. But Studebaker automobiles would soon come. In 1899, bodies for some electrics were built.

1920



End of the line and an era

Horse-drawn Studebakers were discontinued as vast new Studebaker car and truck plants opened up. Studebaker hit new highs in output—had the biggest percentage of increase in its industry from 1919 through 1923.

1925



A testing laboratory outdoors

As the '20s began, Studebaker metallurgists perfected and patented molybdenum steel—an 800-acre proving ground was laid out. Studebaker introduced scores of improvements that all motoring would profit from.

1939



Revolutionary low price car

Ever since 1926, Studebaker had been successfully eliminating car weight to increase operating economy. In 1939, a revolutionary new Studebaker—the amazingly thrifty Champion—invaded the lowest price field.

*One hundred years of Studebaker milestones
in America's forward march*

Studebaker's 100th Anniversary



1902



First "horseless" Studebaker

Studebaker's first car was an electric, introduced in golden anniversary year, 1902. A notable early customer for one—Thomas A. Edison. That year, Studebaker had 2,500 employees—and sales reached 4 million dollars.

1904



Was "juice"—or "gas"—to win?

Electricity, gasoline and steam vied for preference in automobiles in 1904. Studebaker, already producing electrics, started building gas-powered cars, too—made arrangements to expand its output through allied factories.

1911



From \$68 to this in 59 years

The hour of decision arrived in 1911. Studebaker erected and equipped huge factories for automobile production. The Studebaker Corporation with 8,000 employees, 1,500 dealers, \$23,000,000 in tangible assets was formed.

1942



Bomber engines! Military trucks!

World War II saw Studebaker busy building over 63,000 engines for the Flying Fortress—nearly 200,000 military trucks—some 15,000 tracked amphibious vehicles called Weasels, powered by Studebaker Champion engines.

1946



First by far with a postwar car

A daring change for the better in automobile styling was introduced—ready just nine months after World War II stopped. The car—the trim, sleek, "new look" Studebaker. All modern car design reflects its influence.

1952



On to new responsibilities

National defense now has enlisted Studebaker competence extensively—for jet-engines and military vehicles. Meanwhile, public demand for Studebaker cars and trucks grows. The second Studebaker century has begun!



A real estate salesman out west*
Is sold on this simple taste test.
"Compare whiskies," says he,
"And I'm sure you'll agree
After one sip that Calvert is best."

* RALPH EMERIAN, real estate salesman, Fowler, Calif.

There's the rhyme...
and here's the reason!



1. **SNIFF** ¼-oz. samples of Calvert and any other whiskey you choose. Compare the difference in bouquet—without knowing which is which.



2. **TASTE** each whiskey critically to decide which is smoother and mellower. Swallow carefully to judge freedom from bite, burn or sting.



3. **CHOOSE** the right whiskey—the one that really tastes better to you. We predict that you will pick Calvert because it is skillfully blended to the taste preference of a "Consumer Jury" made up of thousands of folks like you. But, after testing, if you still like another brand better, stick with it. Fair enough?

Compare... and you'll switch
to Calvert



CALVERT RESERVE BLENDED WHISKEY—86.8 PROOF—65% GRAIN NEUTRAL SPIRITS—CALVERT DISTILLERS CORPORATION, NEW YORK CITY

LIFE ON THE NEWSFRONTS OF THE WORLD

Russia ousts Kennan, Japan rejects Communism
and George Santayana composes his last poem

George Kennan, U.S. Ambassador to Russia and our foremost expert on Kremlin policy, once said of the Russians, "They regard me as one general regards an enemy general who wages war on a clean and admirable basis." For the past six months in Moscow, Kennan, who authored the U.S. policy of "containment," has been doing his clean and admirable best to improve Soviet-American relations. But last month in Berlin he said that a U.S. diplomat's life in Moscow was similar to his own experience as a diplomat interned by the Nazis in 1941-42. This opinion may have served as an excuse to get rid of a man who knows too much, or it may have seemed like a good opening for a propaganda attack, but at any rate *Pravda* promptly damned Kennan as a "slanderer" (*Life*, Oct. 6). Last week the Kremlin followed up with an unprecedented action—branding Kennan *persona non grata* and demanding his recall.



AMBASSADOR KENNAN

Secretary of State Dean Acheson said Russia's charges were not "valid" and that Kennan would not be formally recalled. Kennan is in Geneva and cannot return to Moscow but will report to Washington "for consultation." The U.S. has not retaliated by demanding the recall of Soviet Ambassador Zarubin and there is no intention of breaking off relations with Russia. But there will be no immediate replacement of Kennan, and Counselor of the Embassy Elim O'Shaughnessy will have to take over the task of trying to deal with the Kremlin.



Epitaph

O Youth, O Beauty, ye who fed the flame,
That here ^{was} quenched, breathe not your lover's name.
He lies not here. Where'er ye dwell anew,
He loves again, he dies again, in you.
Gather ^{pluck} the wild rose, weave the laurel crown
To deck your glory, not his false renown.

SANTAYANA WROTE HIS EPITAPH ON LAST PAGE OF NOTEBOOK

When George Santayana died in Rome at 88 (*Life*, Oct. 6), the old author and philosopher left behind a notebook containing the epitaph he had composed for himself—a six-line poem in his own handwriting with his own corrections and illustration. Written shortly before his death and reproduced here for the first time, the epitaph is a final note of praise for the youth and beauty that Santayana believed would always live, even though men died.

CONTINUED ON NEXT PAGE

TAPE MEASURE TEST PROVES IT!

Criss-Cross

Subtracts Inches...only \$5⁹⁵



BESTFORM

no finer fit
at any price

Try this simple fitting-room test! Just slip a tape measure around your waistline...your tummy...your hips. Now try it wearing "Criss-Cross", Bestform's ingenious nylon girdle. See for yourself how "Criss-Cross" subtracts inches; pares your figure to its slimmest, trimmest best.

HERE'S WHY

"CRISS-CROSS" GIVES YOU LIGHT-AS-AIR CONTROL:

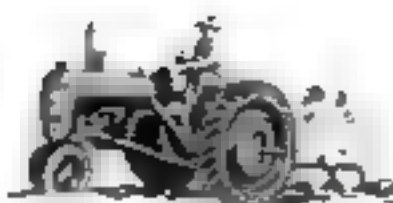
- **CRISS-CROSS BELT**... Elastic inner belt banishes tummy bulge without bones.
- **LIGHT-AS-AIR NYLON**... Easy to wash—quick to dry.
- **WOVEN ELASTIC TOP**... scoops you in at the waist; really stays up!
- **SPECIAL FELT-LINED PANEL** at diaphragm insures comfortable control.

Sold at leading department stores and specialty shops throughout the country.

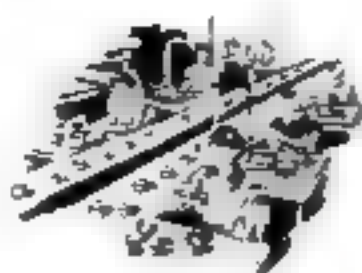
SOME PEOPLE GROW THINGS



SOME PEOPLE MINE THINGS



SOME PEOPLE MAKE THINGS



ALL PEOPLE USE THINGS

*...but it takes a lot of transportation
to bring people and things together*



-and that means railroads!

Most of the food you eat... the clothes you wear... the raw materials and the finished goods that keep our country prosperous and strong move long distances on the steel highways of America's railroads. And, so efficient and economical is this basic rail transportation, that railroads get less, on the average, for hauling a ton of freight a mile than any other form of general transportation!

Here's something else to remember about transportation: *The more freight that is shipped by rail, the less wear and tear there will be on public highways... the less taxes you will have to pay to keep these highways repaired... and the more room there will be on the highways for you!*



ASSOCIATION OF AMERICAN RAILROADS

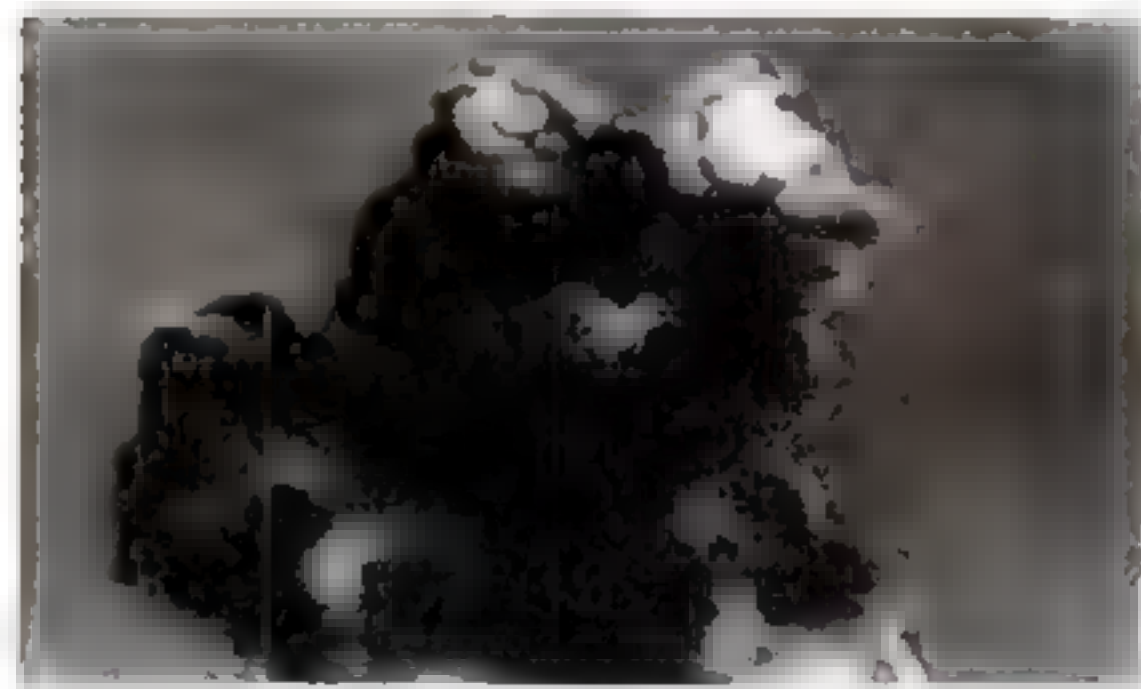
WASHINGTON 6, D. C.



You'll enjoy **THE RAILROAD HOUR** every Monday evening on NBC.

NEWSFRONTS CONTINUED

For the past three weeks a gentleman who calls himself M. P. O'Brien has been riding endlessly back and forth on the ferry between Hong Kong and Portuguese Macao. O'Brien (a contraction of his Hungarian name) slipped on board at Macao without paying his fare and can't get ashore at either end because his papers are not in order. Mr. O'Brien is getting tired of the whole affair and so is the ferry company.



BRITISH A-BOMB EXPLODES IN A RAGGED CLOUD

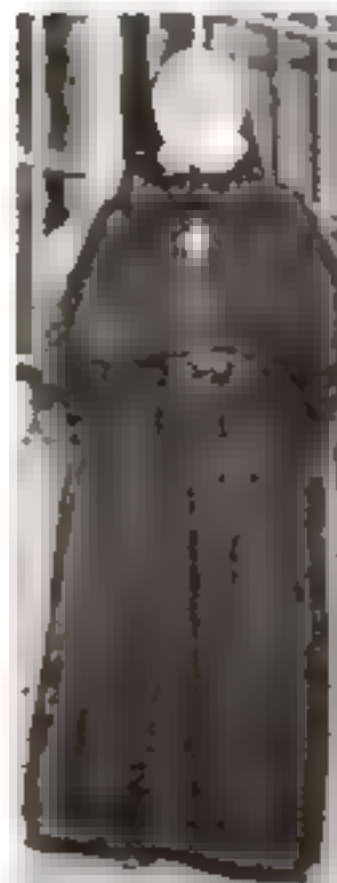
Britain exploded her first atomic weapon last week in the Monte Bello islands off the northwest coast of Australia. Observers 55 miles away on the mainland noted that the ragged cloud did not have the familiar mushroom shape of the U.S. bombs. Because the blast was a relatively small one, it is possible that the British bomb was an experiment to see if an explosion could be set off with a small amount of fissionable material.

Rewrite by Stalin

On the eve of the 19th Communist Party Congress in Moscow, Josef Stalin published a 50-page magazine article apparently intended to keynote the meeting. Writing about economic principles, he revised the theories of Marx, Engels and Lenin and admitted that capitalist markets would be necessary for a while at least. Russian workers, he said, would eventually have a five- or six-hour day and would be able to exchange their labor directly for material goods. But the highlight of Stalin's article was his statement that there would be no war between capitalism and Communism and his hopeful prediction there would be war among the capitalist nations themselves.

When the Wegmiller Lumber Co. in Bloomington, Ind., had its office safe cracked repeatedly, the management decided not to keep any more valuables in it. But the burglaries kept on occurring, so a sign was posted saying that there was nothing but company records in the safe and providing the correct combination so that burglars could see for themselves without damaging the safe. True to the artistry of their profession, the safe crackers have ignored the combination and have now bashed, blusted, pried and hammered their way in to the records a total of 44 times.

Modernization of a habit



OLD COSTUME

While women's fashions have undergone endless changes, the dress of nuns has remained the same mostly because the nuns themselves have resisted any alteration. But at a recent conference at the Vatican, mothers superior were told that it was now necessary to modernize their dress to make it more practical and attractive. Thus the Sisters of Nazareth have exchanged their 130-year-old costume with old-fashioned veil and heavy habit (left) for a simpler, more attractive veil and a lighter habit with a shorter hemline (right).



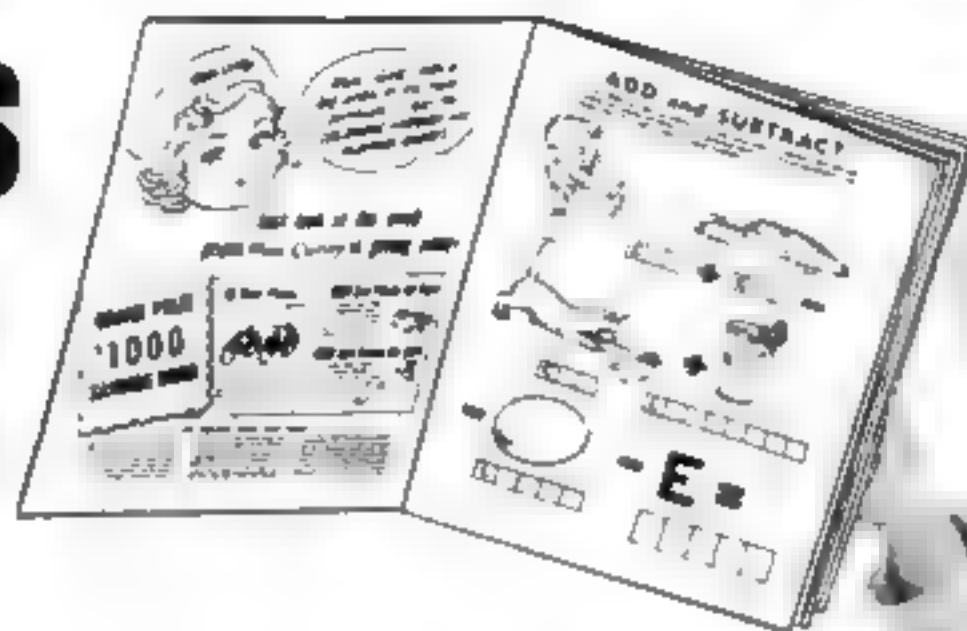
NEW COSTUME

CONTINUED ON PAGE 42

BOYS! GIRLS! 3,241 PRIZES

just for playing games
in my **FREE FUN BOOK!**

Enter all 4 of the big Miss Curity contests and win up to
5 wonderful prizes! See rules in free Fun Book



Miss Curity



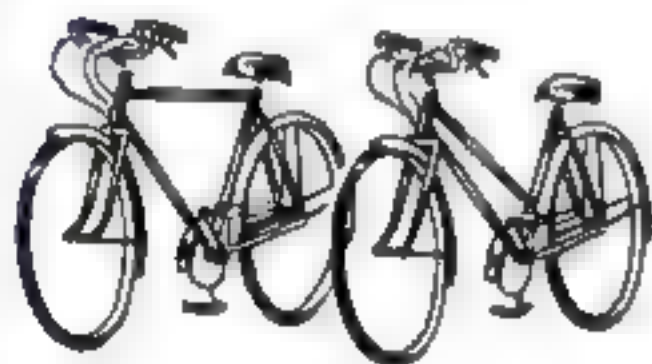
Miss Curity, famous nurse doll

810 Prizes given every 2 weeks (3,241 in all) just for having fun!

\$1000
SAVINGS BOND
GRAND
PRIZE

For the best entry
in all 4 contests

40 first Prizes
Boys' or Girls' Schwinn
"Hornet" Bikes



Imagine how the other kids will
envy you as you come flying by
on one of these slick jobs!
Worth \$60 each! Electric horns.
Electric headlights. Ten given
in each of the 4 Miss Curity
contests—40 in all!

1600 2nd Prizes for boys
Curity

Campers First-aid kits
Re-usable plastic kit with
bandages, adhesive tape, anti-
septic, first-aid instructions—
everything you need 400
given in each contest—1600
in all.



1600 2nd Prizes for girls
Little Miss Curity
Nurse Dolls

7½ inches high with eyes that
open and close, legs and arms
that move, hair that feels like
yours. Plastic uniform you can
wash. 400 given in each contest
—1600 in all.



GET YOUR 20-PAGE FUN BOOK TODAY

where you buy **Curity Dressings**

20 fun-packed pages! 4 contests plus—
Puzzles! Games! Coloring! Stories!

You'll have hours of fun with this book! It has crossword
puzzles... secret code messages... rhyming games... plenty
of coloring pages... drawing lessons... and lots more. Even
gives you valuable lessons in First Aid!

Tells how to win Miss Curity's big contest

This free book tells how you can win 'em all—the \$1000 bond,
a Schwinn bike and a nurse doll or a camper's kit. See easy
rules in your free Fun Book.

Supply of books limited—get yours NOW!

All the kids will want this Fun Book—but there just aren't
enough to go around. Don't be left out! Get yours today!

BUT HURRY! FIRST CONTEST ENDS OCT. 26!
OTHER THREE END—NOV. 9, NOV. 23 AND DEC. 7



Curity

REG. U.S. PAT. OFF.

BAUER & BLACK

Division of The Kendall Company
309 West Jackson Blvd., Chicago 6, Illinois



THE SAME FIRST-AID DRESSINGS
MOST LEADING HOSPITALS USE

Scores Again!



Every Ounce A Man's Whisky!

THE FAVORITE PREMIUM STRAIGHT WHISKY IN THE UNITED STATES!

For five years Early Times has been the favorite straight bourbon in Kentucky—the bourbon capital of the world. Now its popularity has spread so that it's become the favorite premium straight whisky in the whole United States. Taste Early Times yourself and you'll see that such popularity is deserved because Early Times is hearty but never heavy—all whisky, fine whisky—every ounce a *man's* whisky.



EARLY TIMES

Every ounce a Man's whisky!

KENTUCKY STRAIGHT BOURBON WHISKY • 86 PROOF

EARLY TIMES DISTILLERY CO., LOUISVILLE 1, KY.

NEWSFRONTS CONTINUED

Even breaking up the large Korean prisoner-of-war camps into small compounds did not solve the problem of riots. On Cheju Island 500 Chinese prisoners attacked their U.S. guards with stones, clubs and barbed wire, and before order was restored 56 prisoners were dead and 113 wounded. Authorities believed that the outbreak, the worst since the Koje Island riots last February (LIFE, March 31, May 26), had been timed to coincide with Red China's third anniversary celebration, thus providing a powerful propaganda weapon for China's Peiping "peace conference."

One bee for Beethoven

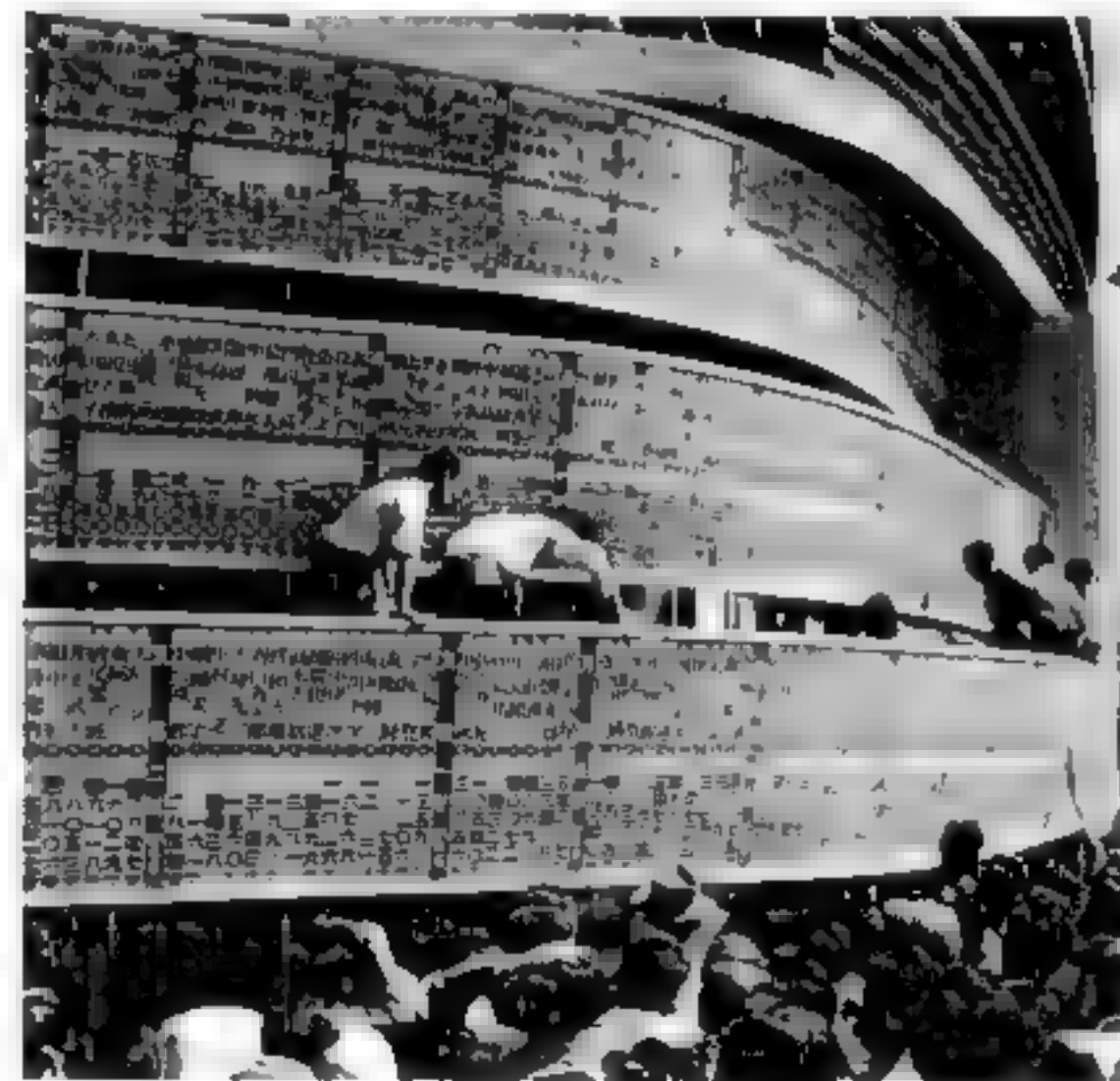


MYSTERY CARTOON

Arturo Toscanini has been conducting Beethoven's mammoth Ninth Symphony for 50 years, but because of imperfections he has never allowed a recording to be issued. Finally last March he gave a performance with the NBC Symphony Orchestra which, he decided, was as close to perfection as he was likely to come. To celebrate the release of the records RCA Victor borrowed from the British Museum a priceless manuscript of the symphony with Beethoven's own corrections and his handwritten

dedication to the Royal Philharmonic Society. Going over the manuscript in New York last week, music experts were intrigued to see beside a violin passage a drawing of a man with his thumb to his nose. The disapproving comment may have been done by a facetious musician, or someone at the museum, or even Beethoven's own copyist.

The McCarthy-Benton libel suit produced an extracurricular furor when General Walter Bedell Smith, testifying on Communists in government, said he believed there were Communists in his own organization, the supersecret Central Intelligence Agency. The general did not know who they were, but he said that Communists "are so adroit and adept that they have infiltrated practically every security agency of the government." Next day General Smith tempered his statement, explaining that he did not know specifically that there are Communists in CIA but that he would be "criminally negligent" if he did not act as though there were.

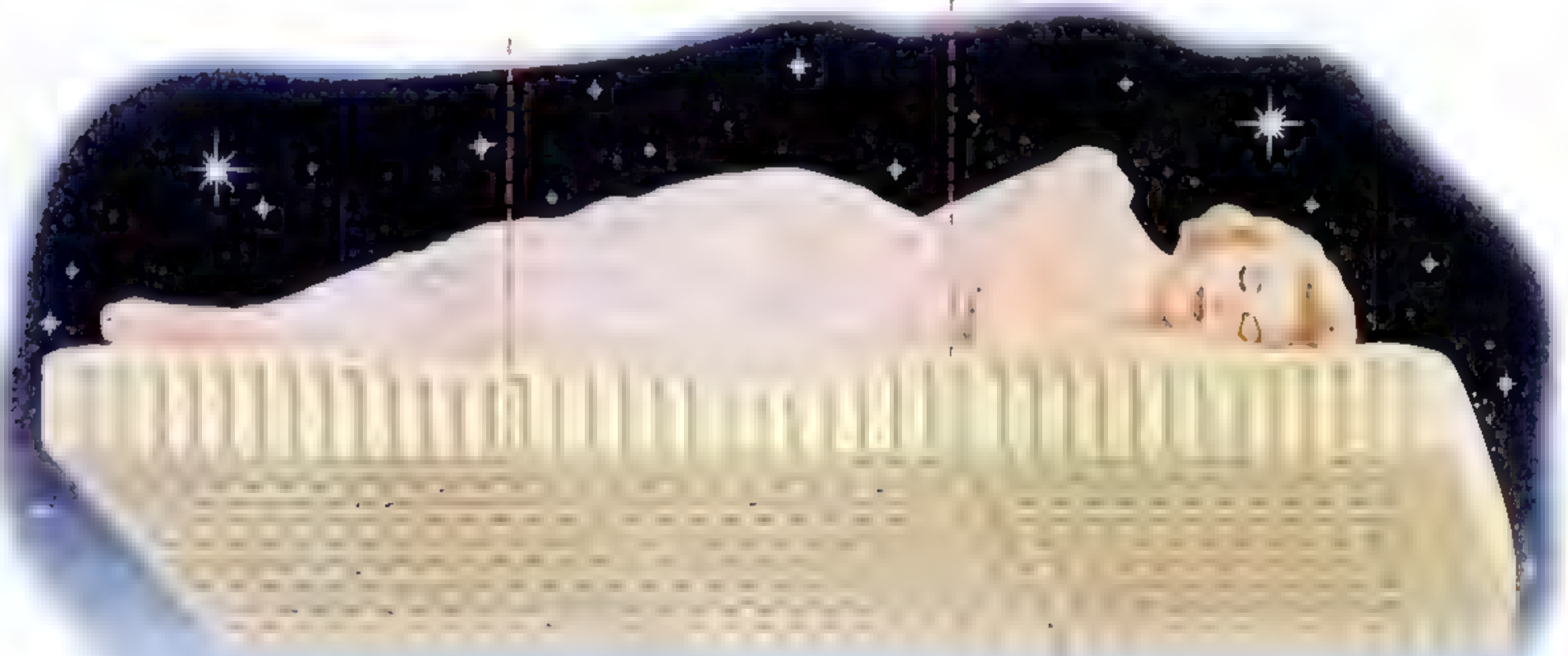


JAPANESE NEWSPAPER POSTS ELECTION SCOREBOARD

Banzai for anti-Communism

In its first election since the peace treaty, Japan gave Premier Shigeru Yoshida's pro-U.N. Liberal Party a slight majority in the Diet. Even more important than Yoshida's victory was the fact that all 107 Communist candidates were defeated. Losing all their 22 seats in the Diet, the Communists could blame their dismal showing on the Russian veto of Japan's membership in the U.N., the new anti-Japanese agreement between Russia and China, and Communist violence in Japan during the past year (LIFE, May 12).

Discover the **secret** of sleep that relaxes you completely
from head to foot!



Larger air-spaces give light support
for your lighter-weight
FOOT SECTION

More Foamex—smaller air-spaces—
give firmer support for your heavier
MID-SECTION

Larger air-spaces give light support
for your lighter-weight
HEAD SECTION

Yours only in the **FORM-FITTED MATTRESS OF** **Firestone FOAMEX**

You're looking at a mattress with springs made of air. They're nature's own springs... hundreds of cylinder-shaped cores of air that can never rust, wear out, come apart or break down. Around each air-core is *Foamex*—Firestone's pure, cool latex, whipped to a foam—the strongest, lightest, most comfortable mattress material ever to give you blissful rest.

Your *Foamex* Mattress is scientifically Form-Fitted to balance your different body weights evenly... to keep your spine on a relaxed, healthful level. The air-cores in the center are smaller and farther apart, with more lively, supporting *Foamex* under your heavier mid-section. At the end sections, larger air-cores give you lighter support, for your lighter weight head and feet. This exclusive construction keeps your Form-fitted *Foamex* Mattress from sagging and hollowing out in the middle. The result? The most comfortable, contour-cradling sleep you've ever enjoyed!

Foamex comfort should last you a lifetime, because *Foamex* has never been known to wear out! This means *Foamex* is the most economical mattress you can buy. It saves you money that you can reckon in dollars. It saves you sleepless nights and listless mornings.

To give you all the benefits of a true spring ensemble, the Form-fitted Mattress is featured with matching Box

Springs—designed to make the most of *Foamex* comfort. Both are covered in Firestone's distinctive ticking. Your favorite bedding or department store invites you to come in, stretch out and test the incomparable comfort of a *Foamex* mattress!



FOAMEX
for comfort in cars



FOAMEX
for comfort in pillows



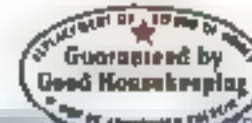
FOAMEX
for comfort in furniture



Look for the
ticking with the
Firestone — It
identifies the Form-
Fitted *Foamex*
Mattress and Box
Spring Combination
at your favorite store.

Form-Fitted Mattress **79⁷⁵**
of Firestone *Foamex*

Box Spring specially
designed for *Foamex* **69⁷⁵**



Enjoy the Voice of Firestone Monday Evenings Over NBC Radio and Television ★

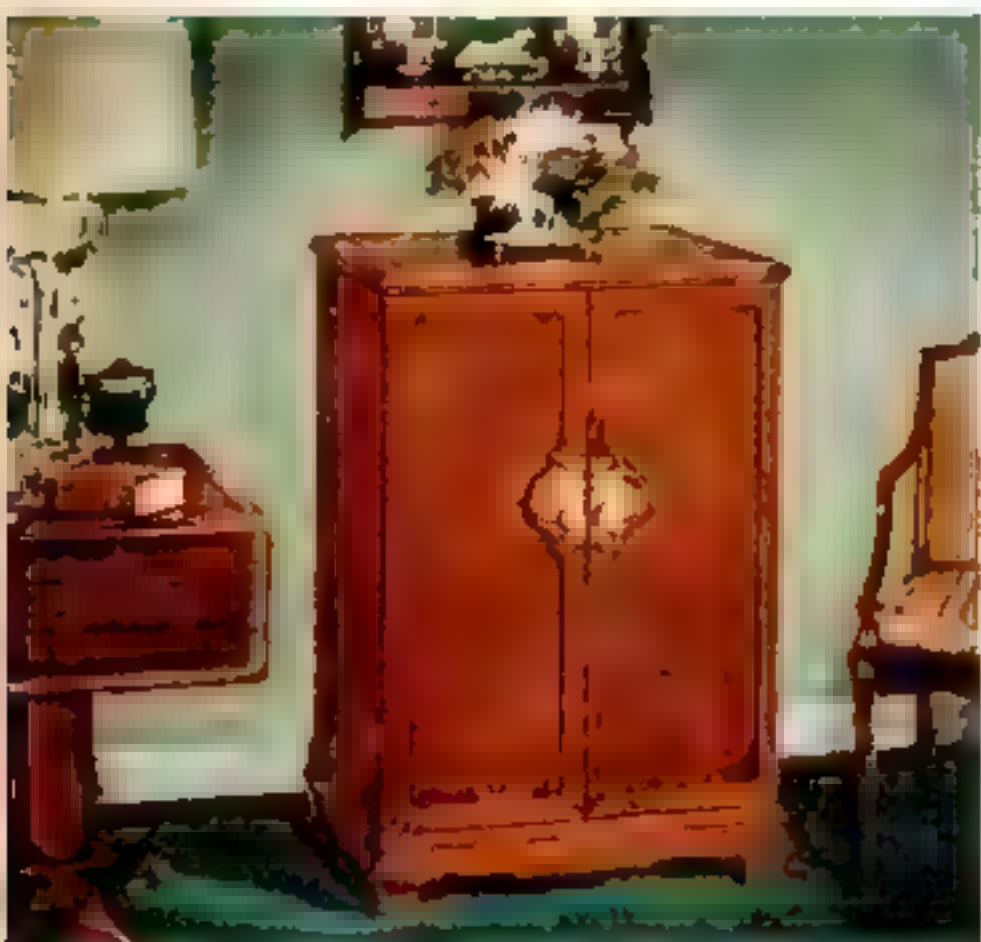
A FOAMEX MATTRESS has never been known to wear out!

Television's greatest Power Plant...

PHILCO



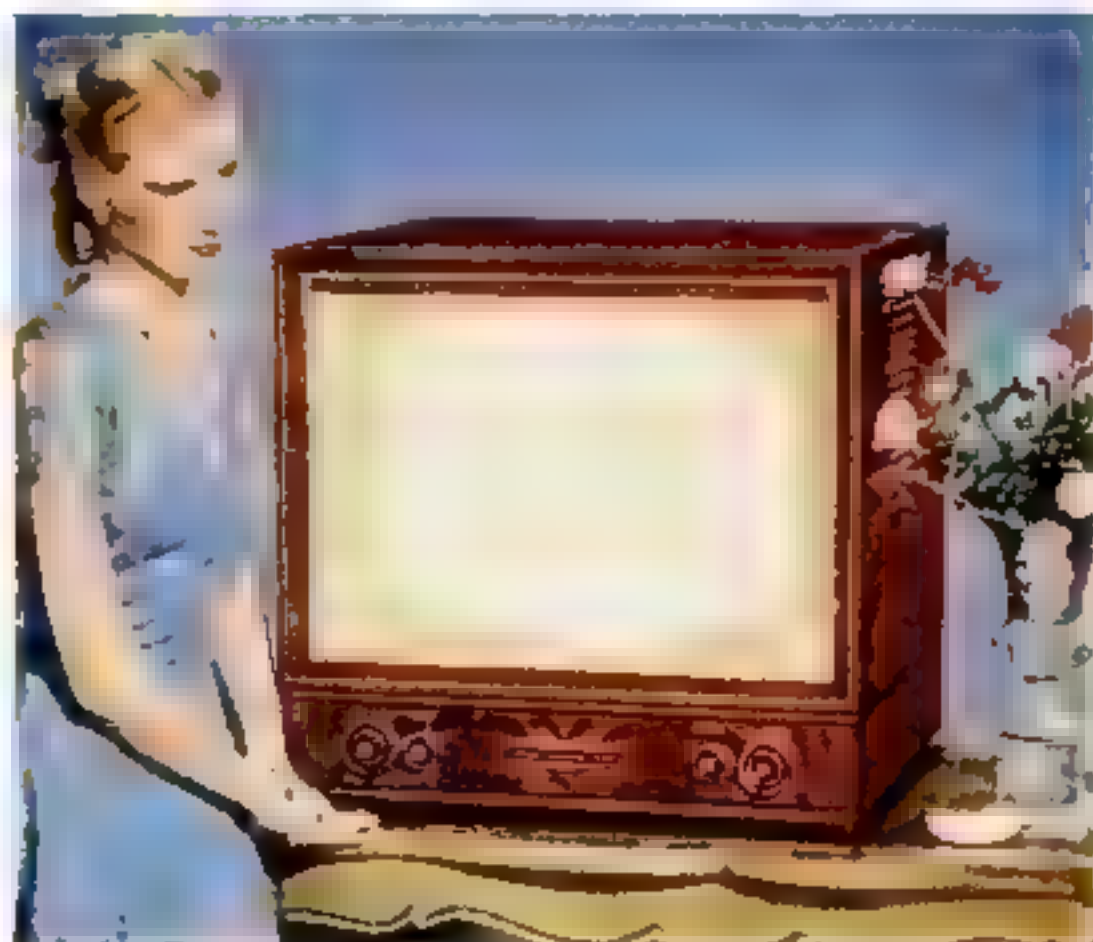
JUST LIKE A BOOST



● **PHILCO PERFORMANCE—QUALITY—VALUE** the magnificent 2285 L fulfills your beauty in warm Honduras Mahogany Golden Grid Tuner—world's finest most sensitive—huge 21-inch optic engineered—no-glare tube. Power-packed High Fidelity chassis, directional Electronic Aerial, castor cabinet. Available with *Full* Remote Control Philco consoles 17- to 21-inch screens, \$269.95* to \$459.95* tax and warranty included.



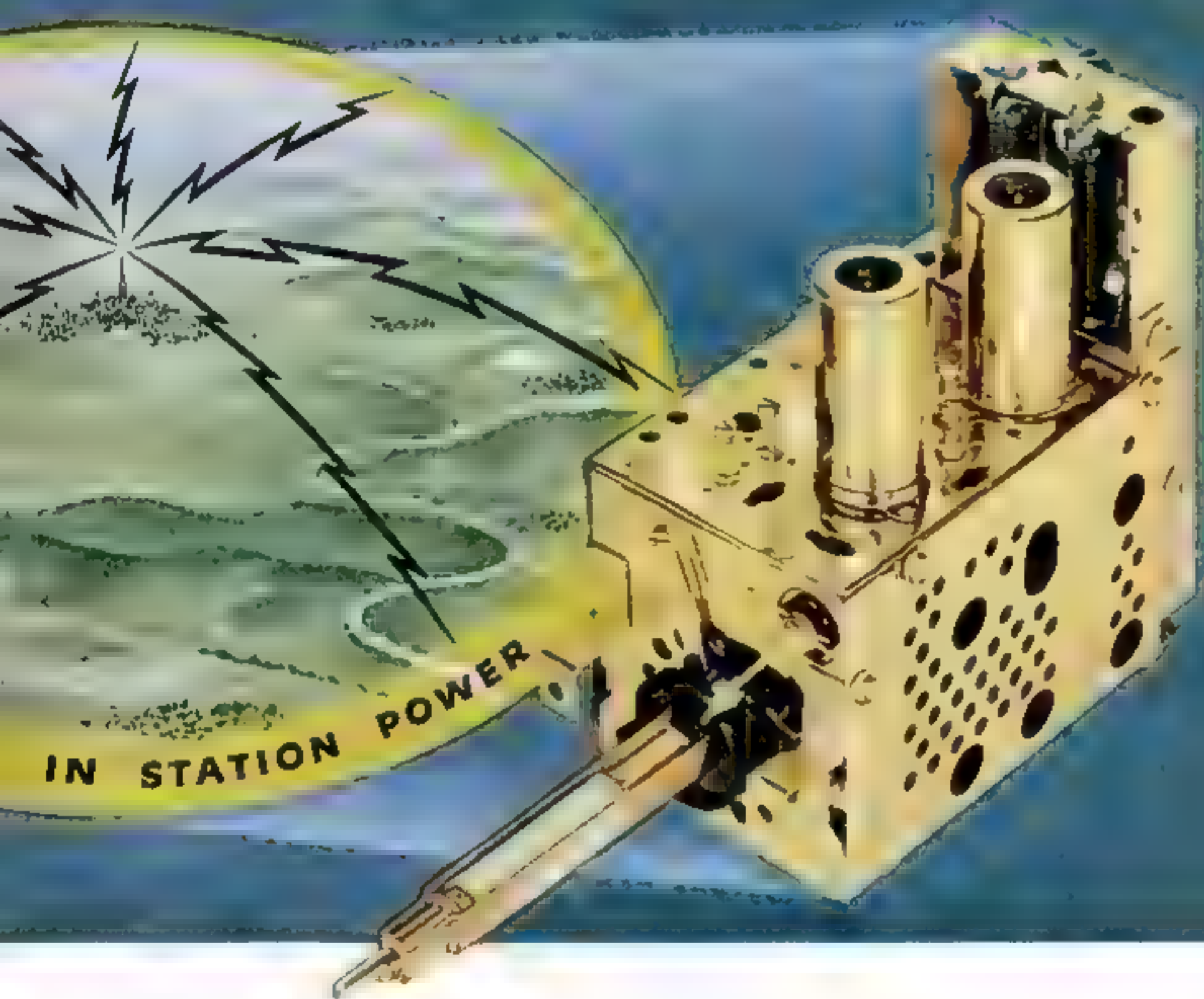
● **FINEST COMBINATION EVER PRODUCED** Philco 2285 L. With sensational new Golden Grid Tuner, "no-glare" 21-inch screen and TV's greatest "Power Plant." Superb radio, 10-inch speaker. Automatic 3-speed record changer with revolutionary True Harmonic pick-up. Also available with Philco *Full* Remote Control. Classic design—beached oak or mahogany. Philco combinations 17- to 21-inch screens, \$269.95* to \$459.95*, tax and warranty included. *Sight—Eber Suck and West



● **GREATEST QUALITY-VALUE EVER OFFERED!** Philco 2228 with super-sensitive Golden Grid Tuner, 21-inch "no-glare" tube. Also available with Philco *Full* Remote Control. Philco High Fidelity reception—even in locations where enjoyable television was once considered impossible. Philco *directional* Built-in Electronic Aerial. Illuminated tuning dial, all wood cabinet. Philco table models, 17- to 21-inch screens, \$199.95 to \$359.95* tax and warranty included.

now greater than ever with new

Golden Grid Tuner



Here's sensitivity,
picture quality and sheer
power never before
approached... the first
High Fidelity television
set ever built for the
American public

HERE FOR '53—television so advanced that it literally *could not* have been built 8 months ago!

HERE FOR '53—Philco's sensational new *Golden Grid* Tuner! Using Philco-designed circuits, Philco-developed tubes with gold-plated grids, it's the most sensitive, most noise-free tuner ever developed!

HERE FOR '53—the greatest "Power Plant" in all television—a modern miracle of electronic research and engineering—now *greater than ever!* Just like a boost in station power!

HERE FOR '53—the finest-performing television ever produced. These great new Philcos are so amazingly perfected that Philco owners report mid-city picture

quality—clear, crisp *High Fidelity* reception—way, way out where ordinary TV gets flicker, washout, and flopover.

Unchallenged Performance— Unequalled Pleasure!

New Clarity... an ingenious electronic signal gate that locks out unwanted electrical impulses—that pushes station signals through. **New Pre-Tuned Performance**... exclusive Philco picture control system that pre-tunes *every* set to peak efficiency *before* it leaves the factory. **New Electronic Built-In Aerial**—a revolutionary new *directional* aerial that receives both VHF and UHF

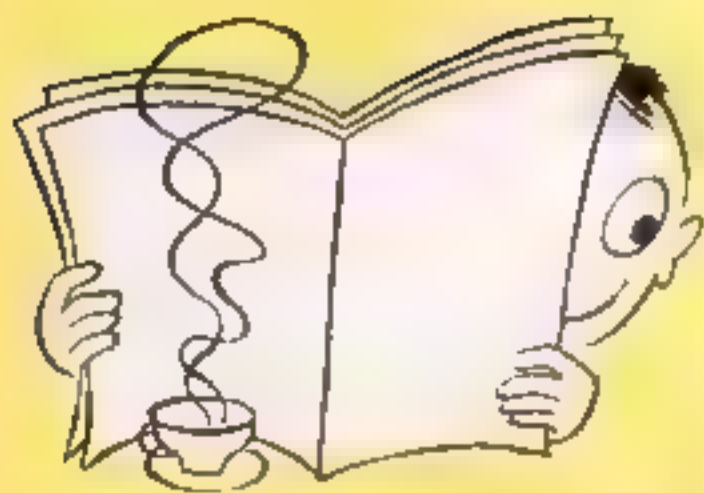
Simply plug-in-and-play in up to 8 out of 10 locations! Like so many other "firsts" in television—only Philco has it!

Designed For Built-In All Channel UHF



Every 1953 Philco may be easily equipped with the built-in Philco All Channel UHF Tuner to receive not one but all UHF stations reaching your locality. New Philco developments assure finest performance, most complete and economical UHF service in television.

PHILCO *High Fidelity* TELEVISION



Eye-opener for Breakfast:

Just keep a can of Hunt's Heavenly Peaches chilling in your refrigerator. A delicious, refreshing breakfast fruit—ready in 2 minutes! Hunt quality's high—price is down-to-earth!



Mouth-waterer for Dinner:

Heavenly Cream Pie—juicy and luscious when made with Hunt's Heavenly Peaches. Easy recipe below! Try Hunt's Peaches real soon!



Heavenly
Peach Pie

**Hunt's
Heavenly Peaches**
at down-
to-earth-
prices!



1 No. 2½ can Hunt's Heavenly Peach Halves
1 pkg. vanilla pudding
8-inch pie crust shell

Bake a pie crust shell in an 8-inch pie pan. Prepare vanilla pudding as directed on package and allow to cool. Drain Hunt's Heavenly Peaches and save out extra syrup for top of pie. Cut the rest in quarters and distribute over bottom of pastry shell. Pour pudding over them. Arrange peach halves on top. Chill in refrigerator. Before serving, garnish with whipped cream if desired.

Hunt-for the best

Hunt Foods, Inc., Fullerton, Calif.

FRIENDS



HANCOCK, HONG KONG



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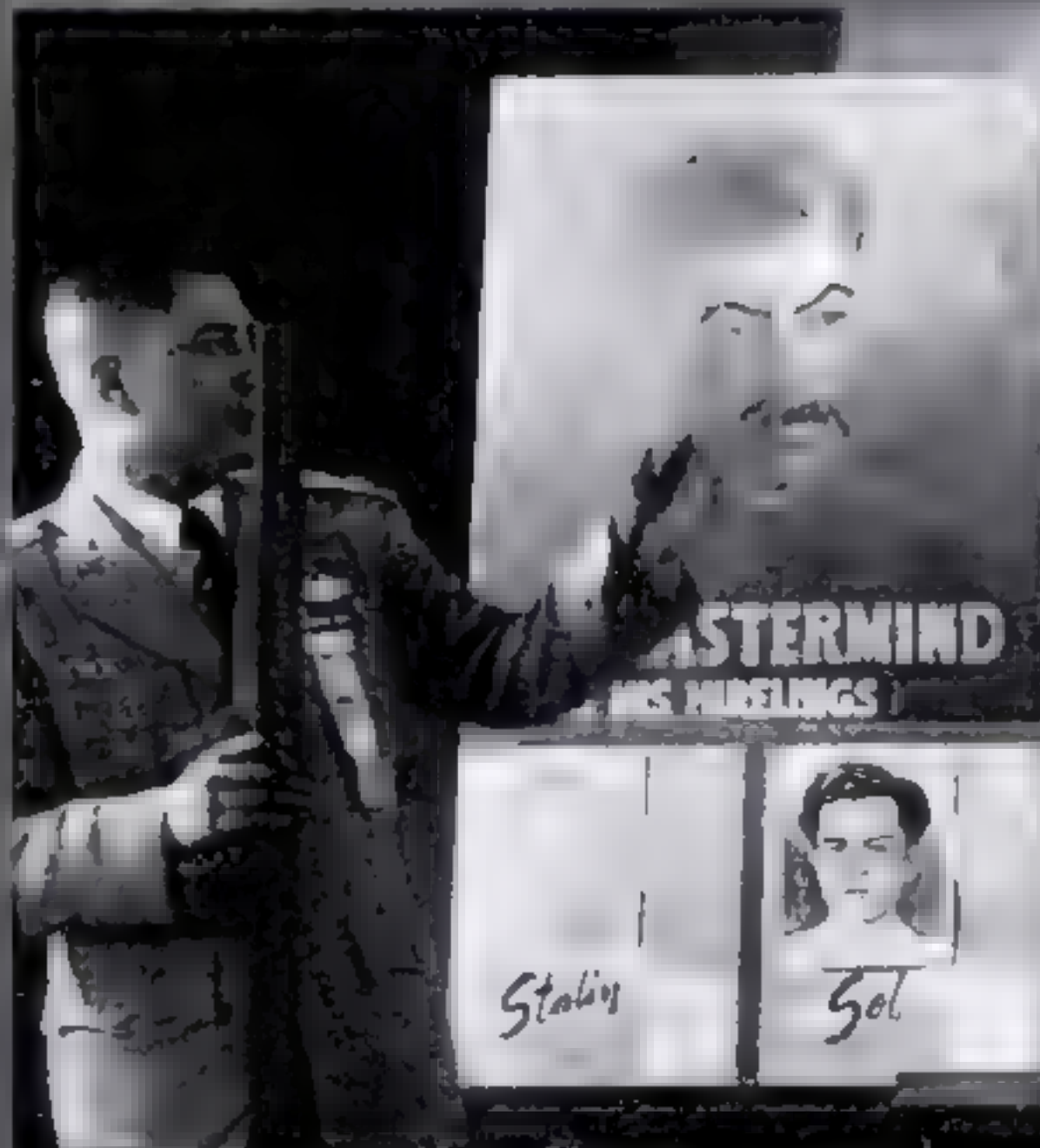


POON WONGWISES, THAILAND

LINE-UP OF PATRIOTS hears Magsaysay (left) make plea for collective security. He got most support from Sundaram, a king strong peace-and-order declaration, and Khim Tit, denouncing Reds outside conference. Hancock

was for permanent Asian veterans' body. Poon Wongwises wanted U.N. aid for veterans and Nghiem Van Tri sought U.N. action in Vietnam war. Only real holdout was Latief who refused to commit Indonesia to peace and order.

...AND FOES



GALLERY OF REDS, showing Stalin and Red Hukabalahap leaders identified by their undercover nicknames, is presented by Philippine psychological warfare chief Major José C. Arión. Philippine success in fighting the Huks

was explained by pointing out "Capitol" Capadocia (crossed out), who was killed and "Bob" Pomeroy (checked off) an American Red who was captured, later cooperated with authorities. Others in the gallery are at large.

STEP TO UNITY

War veterans of Asia are rallied to build security against the Reds

An old hand at fighting Reds, Philippine Defense Secretary Ramon Magsaysay last month led some old soldiers to take Southeast Asia's first skittish step toward collective security against Communism. Because Southeast Asian nations had ignored proposals for a NATO-like Pacific pact, some Philippine war veterans invited comrades in other lands to band together for the good of all their countries. Delegates and observers from nine nations met in Manila

and there Magsaysay, showing how the Philippines had handled its own Red Huks, indicted Communism as Southeast Asia's common foe.

Though many veterans privately agreed, as delegates they declined to join him in naming the enemy. But Philippine veterans won the start of mutual effort in that direction when old soldiers from Vietnam, Thailand, Cambodia, Hong Kong, Malaya and Australia pledged to work with them for "peace and security."



No Foolin'!

"THERE'S NOTHING LIKE
THE REAL THING, WHITEY!"

"YOU CAN'T FOOL THE
PUBLIC ABOUT SCOTCH
WHISKY, BLACKIE. THAT'S
WHY BLACK & WHITE
IS THE FAVORITE! ITS
QUALITY AND CHARACTER
NEVER CHANGE."



"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY 85.8 PROOF

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Step to Unity CONTINUED



ON A TOUR between sessions sightseeing delegates visit Philippine defense installations and see Corregidor (background) from a boat in Manila harbor.



AT A DANCE Conference Chairman Colonel Terry Adevosio is partner of Mrs. Magsaysay (foreground) as her husband squires Vietnam girl reporter.

CONTINUED ON PAGE 2



MOM, DAD!

IT'S FREE!

OFFICIAL SYLVANIA

**BUCK ROGERS
SPACE RANGER KIT**

Compliments of Your Sylvania TV Dealer!



**Get This Thrilling Gift
for Your Youngsters!**

A treasure kit of wonderful new space toys for your youngster — absolutely FREE! Just visit your nearest Sylvania Dealer and see a demonstration of the powerful new 1953 Sylvania Television with HALOLIGHT. Then your child receives the marvelous Sylvania Buck Rogers Space Ranger Kit — with 21 action-packed, zooming, whirling Space Toys. Talk about fun — these toys are really "out of this world!" So don't delay. Visit your Sylvania Dealer now.

... AND REMEMBER — Bring your boy or girl with you — to get the free Space Ranger Kit. But hurry — the supply is limited!



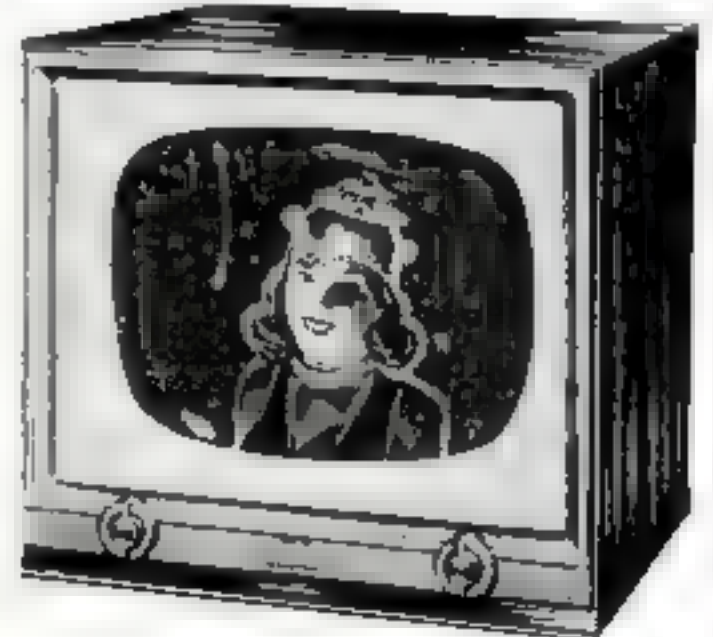
YOU'LL BE GLAD YOU CAME IN TO SEE

SYLVANIA TV

with Bigger
Better-Than-Ever

HALOLIGHT

The Original Frame of Light That's Kinder to Your Eyes!



The Arlington (175M) 21" Table Model with HALOLIGHT Mahogany veneer cabinet. Stratopower "508" Chassis. Available with built-in UHF reception. Also in Blonde (175B).

*Sylvania Trademark

Television Sets; Radios; Radio Tubes; Television Picture Tubes; Electronic Products; Electronic Test Equipment; Fluorescent Lamps, Fixtures, Sign Tubing, Wiring Devices, Light Bulbs; Photolamps. Sylvania Electric Products Inc., Radio and Television Division, 254 Reno Street, Buffalo 7, New York. See SYLVANIA'S BEAT THE CLOCK on CBS TV.



ALLIGATOR SURFIN \$27.75

discover why men like you have made

Alligator

the most famous all-weather coats

When you wear an Alligator coat, you are in distinguished company. Men who set the fashion all over America have nominated Alligator their favorite, for superlative quality at any price range. Styled with comfort in mind, these coats of exclusive Alligator fabrics... water repellent or waterproof... see you handsomely through any day, any weather. In your favorite fabric, color and model, your Alligator will truly be the coat you'll live in around the clock... around the calendar!

There's an Alligator for you in the fabric, style, color and price you prefer from \$8.50 to \$59.75. Choose yours now!



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PLATINUM LABEL
Extra-weather
wool, 100% An-
satic wool, 100%
waterproof, re-
sistant to stains,
quality \$48.75



WEATHERSTYLE. All
wool, pebble pattern
weave with luxurious
Saxony hand. Excep-
tional value at \$33.75



SUPERWON. Outstand-
ing value. Tightly
woven, lightweight,
high repellency \$12.75

Step to Unity CONTINUED



FAREWELL PARTY takes vets to crystal-hung Malacañan palace for cock-
tails. Here they applaud speech by their host, President Elpidio Quirino (left).



FINAL PACT, here signed by Australia's H. W. Bullock as Colonel Adevaso
(right) looks on, pledges delegates to work for a permanent veterans' group.

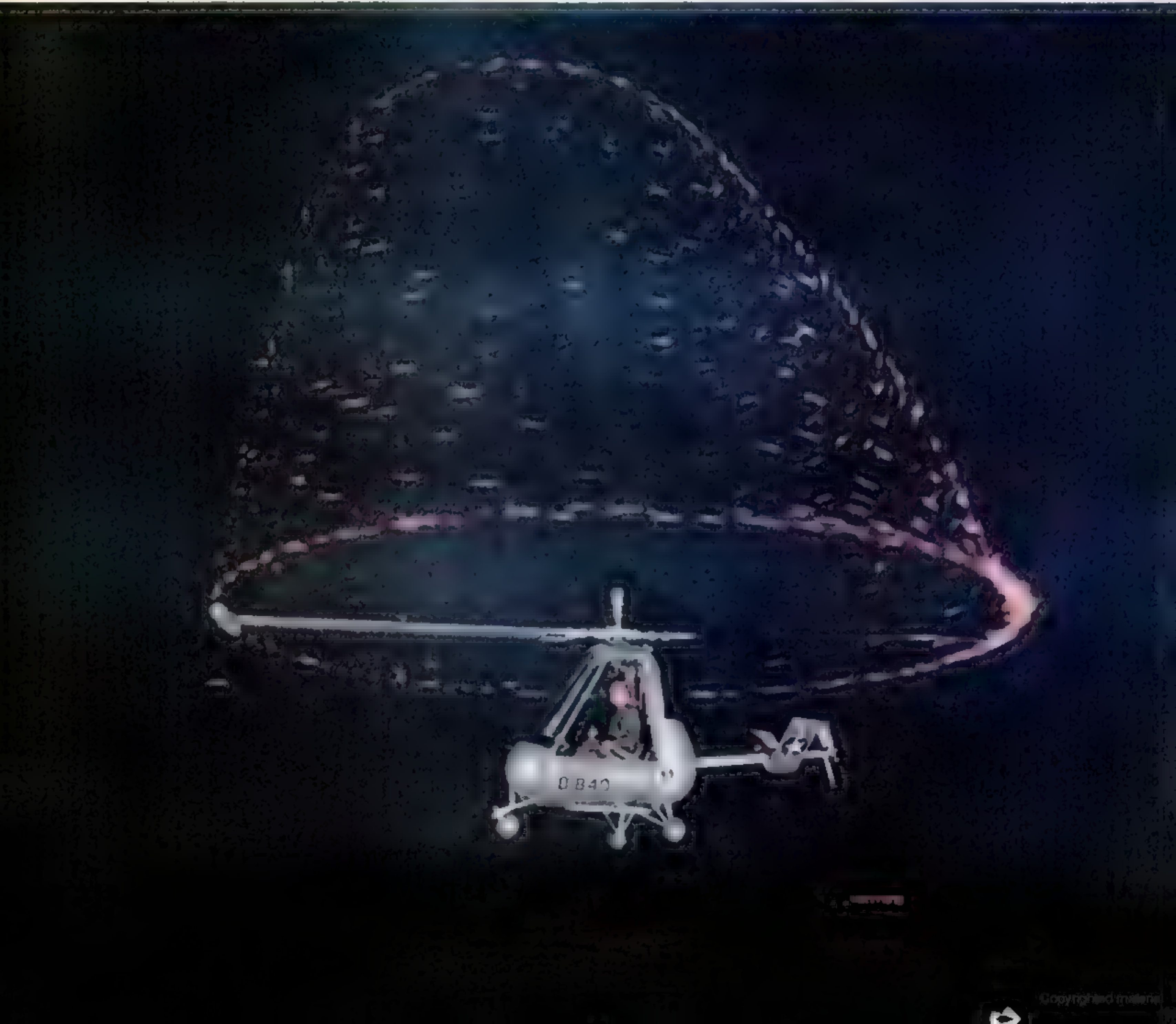


Drink *Pabst* Blue Ribbon
Satisfy Your Thirst For Better Beer!

FOLLOW PABST BLUE RIBBON BOXING BOUTS...EVERY WEDNESDAY NIGHT...CBS TELEVISION AND RADIO NETWORKS. Copr. 1952, Pabst Brewing Co., Milwaukee, Wis. Trade Marks Reg. U. S. Pat. Off.



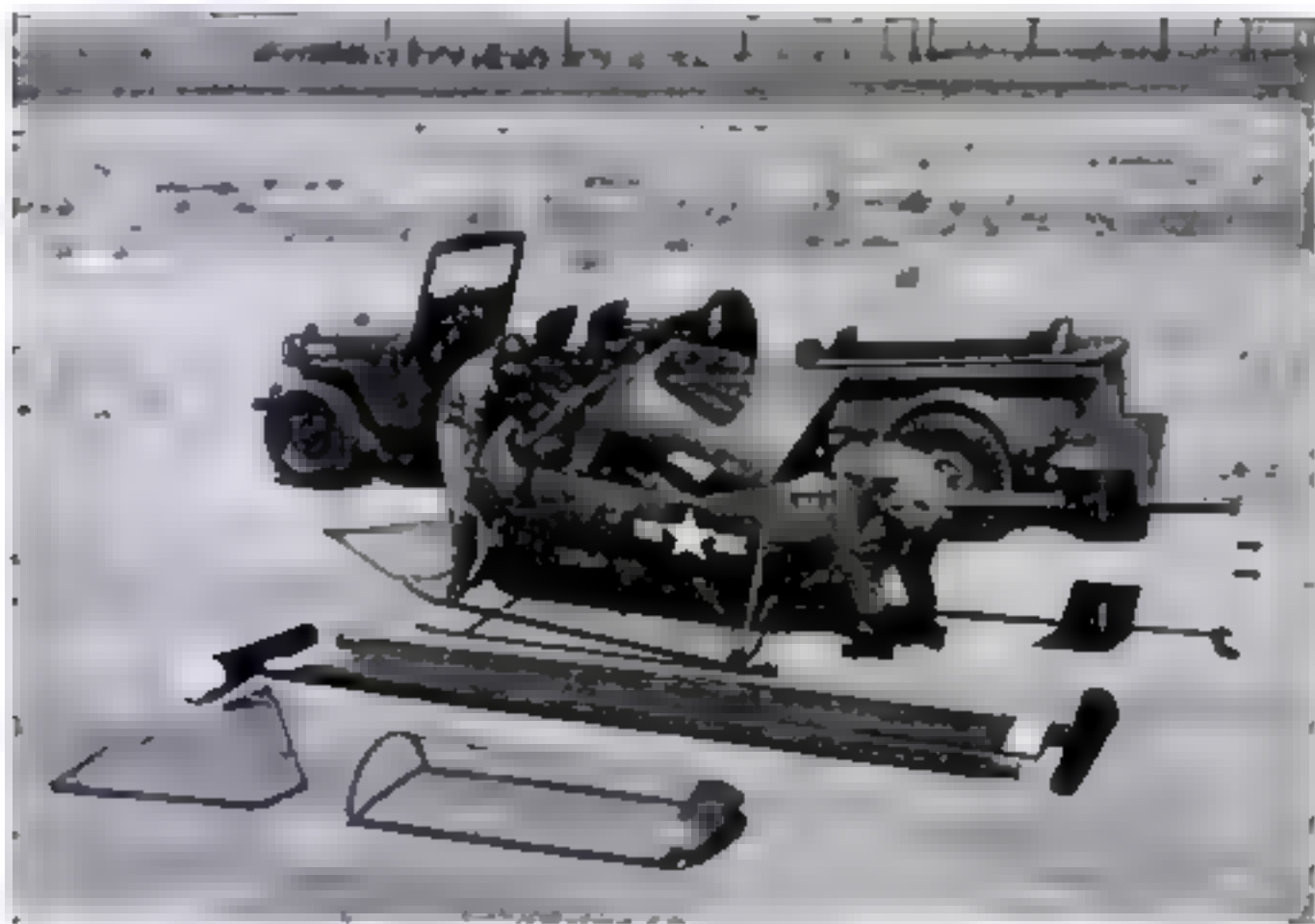
JET JEEP PILOT LETS GO OF THE CONTROLS (ABOVE) TO SHOW STABILITY. AT NIGHT (BELOW) ROTOR-TIP PULSE JETS MAKE A BROKEN PATH OF FIRE IN AIR



JET SKY JEEP

The Army gets collapsible one-man helicopter

After a long search for a vehicle that has as much agility in the air as a jeep has on the ground, the Army has finally settled on the buglike machine shown here. Known as the Jet Jeep, it is a 300-pound bantam helicopter that can skitter along at 80 mph carrying a 200-pound man and 400 pounds of gear on reconnaissance, rescue and short-haul supply missions. It can be taken apart quickly (*below*), carted behind a jeep, dropped by parachute. The machine is powered by two tiny pulse jet engines fastened to the tips of its rotors. Burning either gasoline, kerosene or diesel oil, they emit short, intermittent bursts which push the rotor blades around to lift the craft through the air.

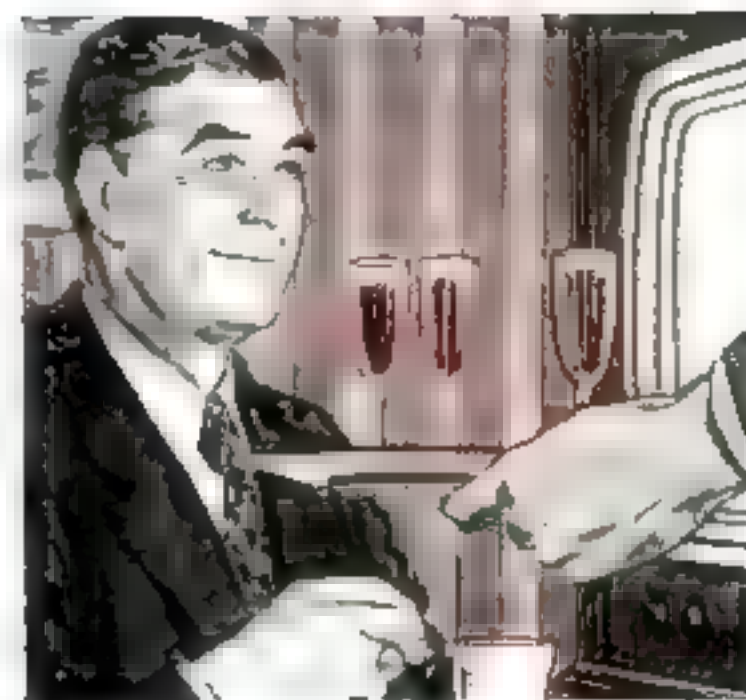


COLLAPSING THE 'COPTER into a small bundle, two Army men, using only standard jeep tools, lift off the Jet Jeep's plastic cockpit cover, then the rotor blades, finally the cockpit itself. In 20 minutes they have the machine tied in a neat bundle on their jeep's trailer and are ready to drive away.

How to win guests in one round



How glumly Jack turns off the fight.
The champ is out—just like a light!



But, soon, Jack's mood again is bright.
For look—here comes a luscious sight.



A round of Cordials—flavors rare,
Superbly made with skill and care.

For Hiram Walker's—much the best—
Do honor to both host and guest.

Blackberry Liqueur *by* Hiram Walker

You'll never believe the hard-to-catch flavor of luscious, fresh blackberries could be captured in a bottle until you taste Hiram Walker's Blackberry Liqueur. That just-picked-this-morning goodness adds a touch of perfection at the end of a grand dinner.

To honor guests bring out the best—serve **HIRAM WALKER'S CORDIALS**

A taste variety of 18 distinctive Cordials



60 proof 70 proof 60 proof
Hiram Walker & Sons Inc., Peoria, Ill.



60 proof



RANGE OF STYLES includes cashmere with angora neck tab (Drake America, \$30, left), cashmere

cardigan with gray mink and jewels at neck and wrists (Rex, \$165, top), scoop-necked cashmere with

ruffle collar (Hadley, \$23), Paisley printed wool (Pius Wieler, \$20), bare-shouldered cashmere with

New Sweater Girls

TRICKS ADD SPICE TO WOOL KNITS

Sweater-happy U.S. women are in for a fine fall season, for the staid makers of pullovers and cardigans are turning out a wide variety of new and stylish shapes. Recently blouses made of sweater-like material such as wool jersey have begun to look like sweaters and to be used in their place. To reverse this trend knit sweaters are now being cut in eye-fooling styles and may appear on more



rhinestone trim (Helen Dunn Forbes, \$70), jacket with standing collar (Geist & Geist, \$30), bare-backed cashmere halter (Drake America, \$15).

occasions than ever before in their popular past. The collection above includes such unorthodox frills as a Paisley print hand-blocked in Switzerland, evening sweaters which bare one shoulder or a whole back, and a waist-length jacket knit of heavyweight wool. Even the classic Scotch cashmere has undergone a major change without losing any of its appealing versatility (next page).

CONTINUED ON NEXT PAGE

New! COLGATE Chlorophyll Toothpaste DESTROYS BAD BREATH

Originating in the Mouth.



Here is the magic power of chlorophyll to destroy bad breath originating in the mouth! Colgate Chlorophyll Toothpaste in most cases acts quickly . . . acts thoroughly . . . and the purifying action lasts for hours! Keeps your breath sweet and fresh longer!

Now! The Full Benefits of a Chlorophyll* Toothpaste in a New, Exclusive **Colgate** Formula!

Now Colgate brings you wonder-working chlorophyll in the finest chlorophyll toothpaste that 146 years of experience can create . . . Colgate Chlorophyll Toothpaste!

How Colgate Makes Chlorophyll Work For You!

Nature herself makes chlorophyll and puts it in all green plants to enable them to live and grow. But science must break down this natural chlorophyll into a usable, effective form (water-soluble chlorophyllins) — before it can help you against bad breath, tooth decay, common gum disorders.

That's why Colgate's experience and skill in creating an exclusive formula is important to you. In new Colgate Chlorophyll Toothpaste you get the benefits of these water-soluble chlorophyllins in a safe, pleasant form!

For real help against bad breath originating in the mouth . . . common gum disorders . . . tooth decay . . . use Colgate Chlorophyll Toothpaste after eating. It's the finest chlorophyll toothpaste the world's largest maker of quality dentifrices can produce!

Fights Tooth Decay!

Every time you use Colgate Chlorophyll Toothpaste — especially right after eating — you act against the destructive acids that are a cause of tooth decay . . . actually help retard their formation!



Checks Common Gum Disorders!



Tests show chlorophyll promotes healthy gum tissues. Colgate Chlorophyll Toothpaste brings you the effective benefits of chlorophyll to help you care for sore, tender gums.

COLGATE'S GUARANTEE:

Try Colgate Chlorophyll Toothpaste for one week. If you're not satisfied that it's the most effective, pleasantest chlorophyll toothpaste you've ever tried, send back the tube and Colgate will give you double your money back, plus postage! Colgate-Palmolive Peet Company, 105 Hudson Street, Jersey City 2, N. J.



*Contains water-soluble chlorophyllins.

GIANT SIZE 69¢
LARGE SIZE 43¢

Tested And
Guaranteed by **COLGATE!**

STAYS
34%
STRONGER
LASTS
14%
LONGER!

Mobil
BATTERY

● Here's the battery that's built to handle the heavier electrical loads of your modern car . . . with plenty to spare! Powerful Mobil Battery resists overcharge, under-the-hood heat stays more fully charged throughout extra long life. Save money . . . save trouble! Get Mobil 210 Battery! Costs no more!



See Your
Mobilgas Dealer

SOCENT VACUUM OIL COMPANY, INC.
 and Affiliates MAGNOLIA PETROLEUM COMPANY
 GENERAL PETROLEUM CORPORATION

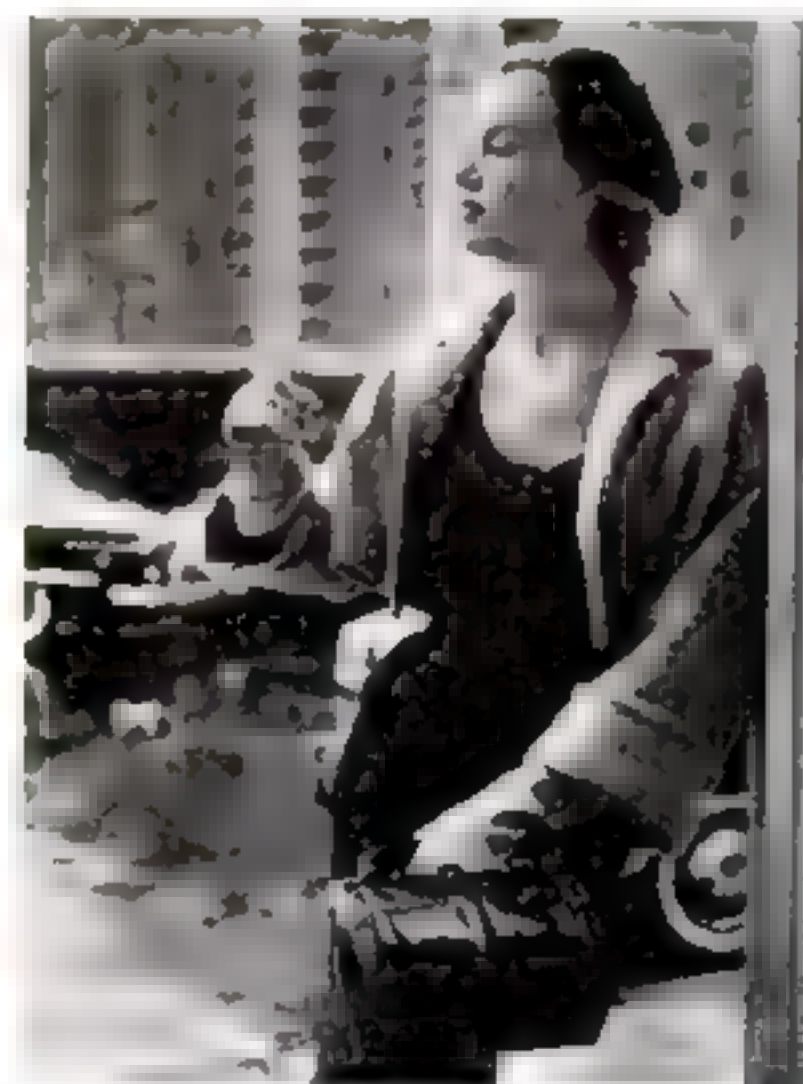


SWEATERS CONTINUED

A CLASSIC—THREE WAYS



AT HOME Mrs. Thomas Phipps, a young New York socialite, wears cashmere in scooped-neck version (Pringle of Scotland, \$30) which has become a new classic.



FOR AFTERNOON Mrs. Phipps wears same sweater shown above with black skirt and boxy jacket. With jacket removed this costume can be worn to cocktail parties.



IN EVENING the change-aide black cashmere, worn with brocade skirt, is dressy enough for dinner. Four-button fastening in front harks back to the classic cardigan.



Copyright, 1952, Carnation Co.

Put them together for...

Soup Supreme

SECRET OF ITS SUCCESS IS CARNATION MILK

NO, YOU CAN'T make soup like this with any other form of milk. None so rich and nourishing! None so creamy-smooth! None so flavorful! *Because no other form of milk has Carnation's unique cooking advantages.*

CARNATION is concentrated to double-richness...gives soup—and all "creamed" dishes—extra richness and goodness. And Carnation is specially *heat-refined*...to blend better with other recipe ingredients and bring out more of their flavor and quality.

Certainly a milk with such superior cooking qualities is worth a try. Tonight, make soup supreme...with Carnation.

SOUP SUPREME

(Makes 4 servings)

Combine your favorite brand of canned soup (tomato, vegetable, celery, green pea) with an equal amount of *undiluted* Carnation Evaporated Milk. Heat to just below boiling. Add croutons, if desired. Serve in heated bowls.

ENJOY TWO GREAT SHOWS: On TV—Burns & Allen, CBS-TV, every week; on radio—Stars over Hollywood, CBS, every Saturday.



"FROM CONTENTED COWS"

Carnation Performs Cooking Miracles Not Possible With Any Other Form Of Milk



C'mon! Join In!

Brach's

CANDY FROLIC

Grab your favorite good-time candies!
They're pure! They're taste-temptin'!
They're Brach's!

Buy 'em at your favorite store . . . and you'll
go 'round for more and more!

BRACH'S TASTY TUMMIES

Taste-teasin' toffees in smooth rum-butter, coffee, chocolate
and vanilla-coconut flavors. Each piece wrapped in foil,
covered with cellophane—always fresh and inviting.

Delicious chocolates for your delightment—
Every piece sings with flavor excitement!

Nougats, fudges, jellies, cremes, toffee chips and
chewy centers—in all your favorite flavors. Some
covered with rich milk chocolate, some with thick
dark chocolate. All of 'em home-style condis!

Always popular as can be . . .
Sure to please your family!

BRACH'S THREE COLORED

CORN

Call right out for this sparkling mix . . .
Here's an assortment that always clicks!

BRACH'S THREE COLORED

BUY 'EM BY THE . . . THE . . . OR IN



ATREMBLE WITH HER EVIL NEWS, 12-YEAR-OLD NI GUSTI RAKA AS A BALINESE BIRD OF DEATH STANDS POISED TO BRING PROPHECY OF DOOM TO A KING

Top Billing for Bali

FIRST TIME ABROAD, THE DANCERS DELIGHT AND DAZZLE AMERICANS

For years, ecstatic stories of the beauties of Balinese dances have been brought to the West by travelers. But because the home-loving Balinese did not care to leave their lovely island, Americans never saw the dances until a few weeks ago when the Indonesian government exported a troupe of its dancers. Opening on Broadway, the troupe proved as enchanting as the most breathless admirers said it would be, even though, to the surprise of some, the dancers appeared not bare-bosomed but fully clothed.

The company, which comes from the temple town of Pliatan, consists of 23 musicians and 16 dancers, of whom five are clowns, led by the mayor of Pliatan. As conductor of the orchestra, he leads a gong-whacking din

of chimes, metal xylophones, drums and bamboo flutes which at first sounds ear-shattering but soon reveals a ravishing complexity of rhythms and rare harmonies. Star of the troupe is the youngest dancer, 12-year-old Ni Gusti Raka. Golden wings aflutter, slender limbs eloquent under gold leaf, multicolored silks and brocades, she enacts Balinese fables about a doomed king (*above*). As a lady bumble bee (*next page*) she drives a male so hysterical that he later buzzes around the garden making love to the instruments that fired his passion. Playing to standing room only, Bali's dancers were getting critical billing as the best entertainment in New York. They extended their Broadway run, soon will tour the U.S. for 13 weeks.



Clorets, with active chlorophyll*, banish odors from such causes as: ONIONS, GARLIC, SMOKING, ALCOHOL

CLORETS HAVE ONLY ONE PURPOSE They make breath "Kissing Sweet" in the quickest, pleasantest way possible. More people buy CLORETS than any other product made for this purpose.

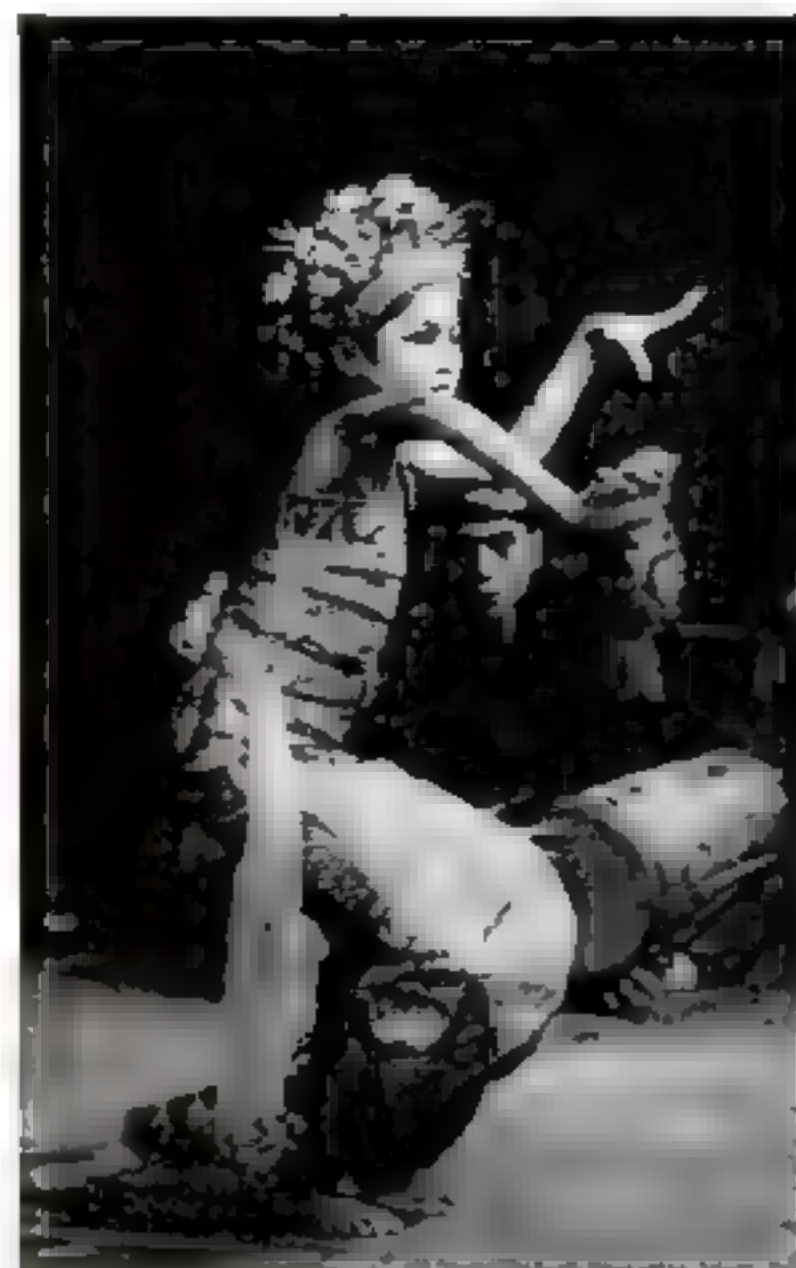
It's simply amazing how fast new CLORETS Candy Mints or CLORETS Chewing Gum banish breath odors even after onions, smoking, alcohol.

True, not synthetic... CLORETS contain *active chlorophyll*. CLORETS Candy Mints and delicious CLORETS Gum bring you the astounding benefits of chlorophyll, put into a most effective, quick-acting form. You'll love the fresh, minty flavor of CLORETS Mints and Chewing Gum. Keep your breath "Kissing Sweet" with CLORETS.

MAKE THIS "KISS TEST"

Eat onions. Take Clorets Candy Mints or Chewing Gum. Now exchange a kiss. You'll find your breath is "Kissing Sweet".

BALINESE DANCERS CONTINUED



A BEE DANCES, as Ni Gusti Raka, wriggling and flitting in childlike delight, sees her first flower garden. Too young to flirt, she spurns male bee who comes buzzing around.





MONSTERS DANCE a Balinese myth as a lion (center) fights off death-dealing Witch Queen (rear) to the delight of a clown (below)



MONKEYS DANCE as comedian (center) recruits a hissing, grunting, growling monkey army which makes noises like a college football cheer

CONTINUED ON NEXT PAGE



LOVE
that

RED HEART



the only
3-flavor
dog food
U.S. Inspected

None finer! Complete, balanced diet to keep dogs healthy, plus variety to keep them happy! Same food, flavored 3 ways—beef, fish, cheese • John Morrell & Co., Meat Packers, Ottumwa, Iowa

UNIVERSAL

Electric Blankets



For Restful Comfort
in any weather!

Sleep comes quickly, soothingly, under the luxurious warmth of a Universal Electric Blanket. Every taut nerve and tired muscle relaxes. On and on through the night you slumber undisturbed by changing weather... the exclusive "Slumber Sentinel" maintains *automatically* the exact degree of warmth you selected.

- Single or Dual control
- Twin or Double bed sizes
- Guaranteed by Two-Year Warranty
- Pastel colors of Spray Green, Alpine Blue, Highland Heather or Desert Rose



Golden Orchid GIFT BOX

The perfect setting for the perfect gift. This exquisite box with its golden orchid decoration, will add a touch of luxury to your giving.

UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

BALINESE DANCERS CONTINUED



BALI'S MALE STAR SAMPIH PRANCES AS WARRIOR BEFORE KILLING BOAR

THEY DISCOVER VANILLA

In New York the Balinese occupy four floors in a midtown hotel. The troupe cooks its own food, consuming 70 pounds of rice a day. The girls, who earn \$75 to \$100 a week, have treated themselves to wrist watches but are saving most of their money to buy land in Bali. They have developed such a passion for ice cream that, to preserve slender figures, they are limited to one portion a day. They while away the time by riding up and down in the hotel's elevators and lolling in the hotel's bathtubs. Sitting in the tubs, they pull the plug and say that the sound of gurgling water reminds them of their native streams.



NEW DELIGHT for the Balinese dancing girls in America is ice cream, which they here enjoy in Manhattan drugstore. Their favorite flavor is vanilla.

The only tissue that
meets you halfway



One-at-a-time
ends waste-
saves money!



Soft! Strong!
Pops up!

Have you discovered the wonderful difference between soft, strong Kleenex* and all other tissues? Because of its special Serv-a-Tissue box, Kleenex (and only Kleenex) meets you halfway. You'll see, Kleenex serves you one at a time, not a handful. Ends waste, saves money. It's America's favorite tissue.

How would you put a glass of



ERLE STANLEY GARDNER's successful legal career furnished him with background for some of the most popular mystery stories of all time. His famous fiction has been translated into thirteen languages and is dramatized on radio. The somber street behind him suggests the scenes where Perry Mason, Mr. Gardner's fictional hero and courtroom genius, ever walks alone.

Ballantine Ale into words?

Here, the creator of Perry Mason
has a try at it...

ERLE STANLEY GARDNER
RANCHO DEL PAISANO
Temecula, California

If you are calling upon me to put a glass of Ballantine Ale into words, I'm inclined to retain Perry Mason to state the case for me:

Mr. Mason: "We offer in evidence this green bottle containing an amber beverage, bearing the famous three-ring label."

"We propose to prove that the content of this bottle is accepted as the nation's outstanding ale, from the standpoint of purity, body and flavor."

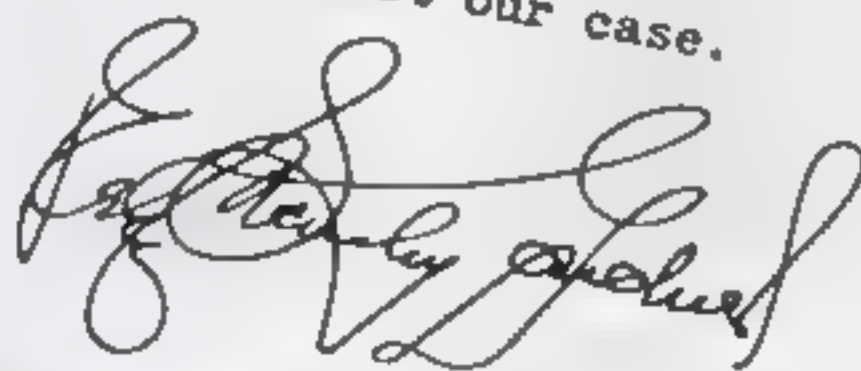
"In fact, your Honor, we contend that Ballantine Ale begins where other brews leave off! And the whole country knows it."

The District Attorney: "I object. How can you prove that the whole country knows it?"

Mr. Mason: "That fact already has been proved, your Honor. Ballantine is America's largest-selling ale ... outsells any other 4 to 1!"

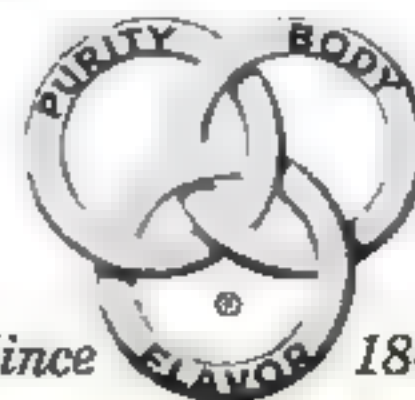
"And, if the Court please, may I suggest that the Court try a glass of Ballantine Ale? And when you do, may it please the Court!"

At this point, Mr. Mason and I rest our case.



More people like it... More people buy it... than any other ale... ...by Four to One!

BALLANTINE



ALE

Since 1840

P. Ballantine & Sons, Newark, N.J.





TORONTO STOCK EXCHANGE TRADERS, WHO HAVE BOUGHT AND SOLD UP TO 7.7 MILLION SHARES IN ONE DAY, PLACE BIDS DURING FLURRY IN GOLD STOCKS

THE NEW CANADA

It is full of marvels that were not to be seen a decade ago

PHOTOGRAPHED FOR LIFE BY J. R. EYERMAN AND JERRY COOKE

Just a year ago this week, making an address in Toronto, the Duke of Edinburgh described the U.S. as "the friendly giant at [Canada's] south door." As he spoke, Canada was already swelling its muscles under the stimulus of an industrial boom. Today the boom has burgeoned so spectacularly that it has become a real revolution. Looking out, the U.S. has realized with a startled double-take that a new "friendly giant" has risen to stand at its own north door.

Canada's boom is in fact a long-overdue maturity of muscles which were there all along. Set in motion a decade ago by war plants, it got its big impetus after the war with help of U.S. capital which has sent \$7.5 billion in investments across the border. But what has made the revolution possible in the vast, scarcely populated and traditionally agricultural lands of Canada, is the world's richest concentration of unexploited wealth—iron, aluminum, timber, nickel, oil, silver and gold, uranium and, even more precious, a huge potential of cheap hydroelectric power with which to exploit the resources.

While remaining one of the

world's most abundant food producers, Canada has come to rank fourth among the world's trading nations and sixth among industrial producers. Its exports are growing at 20% a year and 1952 national output has risen from \$8.5 billion in 1942 to around \$22 billion. At home the growth has given Canadians a 50% boost in living standards and has so inspired Toronto's stock exchange (above) that a seat is now valued at \$90,000

against \$13,000 on the New York exchange. Internationally, and somewhat embarrassing to the "south door giant," it has given Canada the world's hardest dollar, currently worth 104 U.S. cents.

The color pictures on the following 11 pages show the scope and energy of the industrial revolution and show sights which could not have been seen a decade ago. The revolution that is remaking Canada is also rearranging the balance of the world. Because prosperity has made her the only NATO nation, except the U.S., able to pay her own way and help others as well, Canada is becoming not only a major economic power in the Western world but a major political factor as well.



BOOMLAND MAP shows main cities and sites of new activity across a country with the third largest area in the world (only China and the U.S.S.R. are larger).



AIRLIFT TO A MOUNTAIN PASS which was inaccessible before is only method of supplying crews building power line on Katmai project (next page).

Using a chain sling, a large helicopter drops equipment to them on this 5,200-foot camp. Sling, here carried by two men, is retrieved by small helicopter.



CONSTRUCTION CAMP at Kemano is home of workers building powerhouse inside mountain at

right, where generators and turbines will be safe from aerial attack, clear of winter's 54 feet of snow

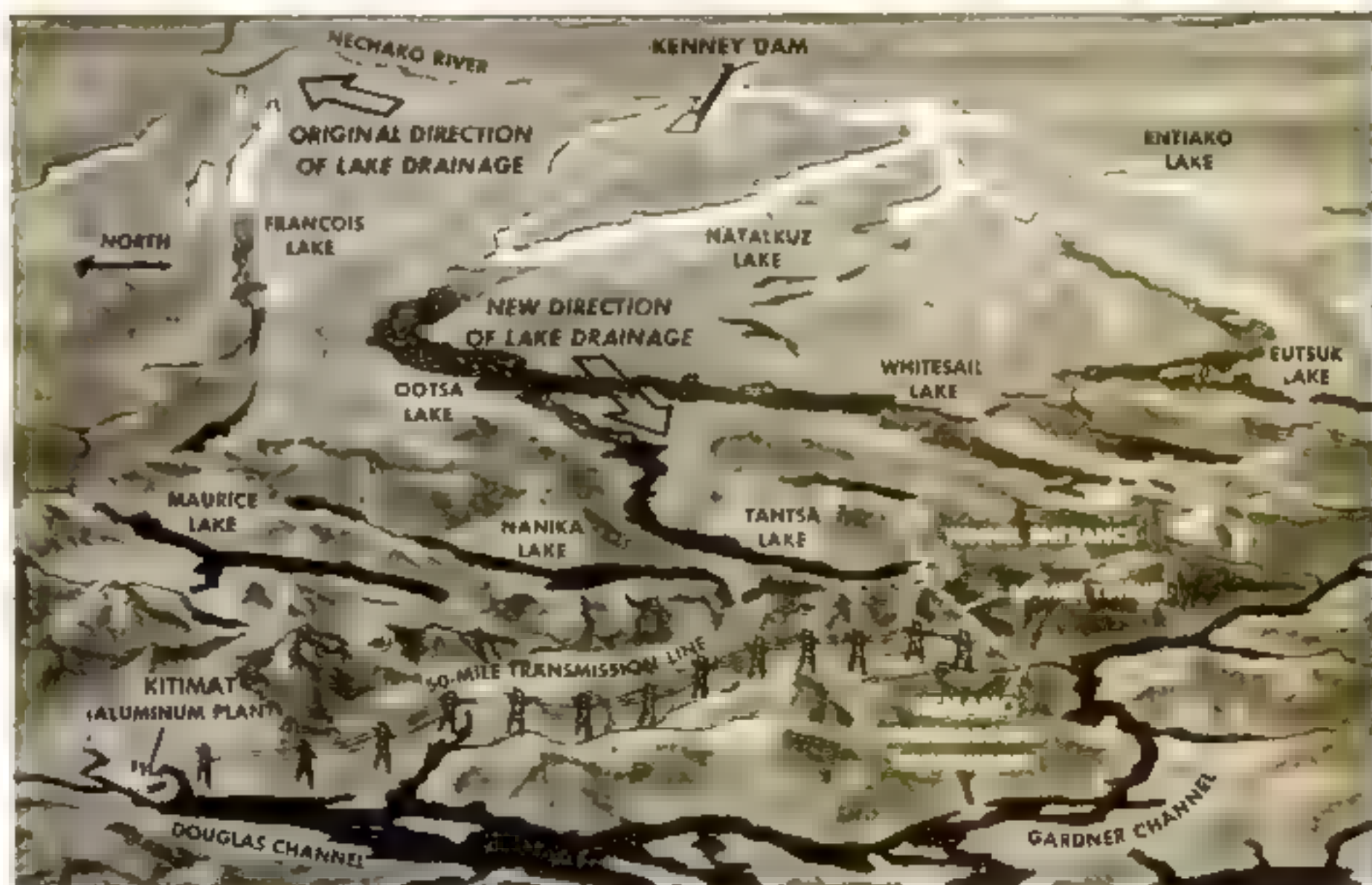
and solidly anchored on granite. Diverted water from lakes will now drain into Kemano River (above).



HALF A MILE INSIDE TANTSA MOUNTAIN, WORKERS BUILD UNDERGROUND POWERHOUSE FOR GENERATORS WHICH WILL TURN OUT 1,650,000 HORSEPOWER

AT KITIMAT, MEN JUGGLE GEOGRAPHY

The fabulous scale of the present transformation of Canada is epitomized by the huge construction job at Kitimat, a spot in western British Columbia known to Indians as "Place of the Snows." There, in one of the most awesome revisions of geography in history, the Aluminum Company of Canada is spending half a billion dollars to build the biggest aluminum plant in the world. Alcan already has the world's biggest—a plant with a 350,000-ton capacity at Arvida, Quebec—but Kitimat will be half again as big. To get cheap power for this new system, Alcan is reversing the natural flow of an entire lake-and-river complex (right), throwing a dam across its old eastern outlet and shunting its 357 square miles of water into a new outlet at the west. Here, through a vast mountain tunnel, the waters will pound down 2,600 feet—15 times the drop of Niagara—and spin big turbines in an underground powerhouse, itself bigger than a cathedral. Alcan began construction on the project in 1951 and expects production by '54. Eventually, at production peak, Kitimat may exceed 500,000 tons a year and could give Canada the lead in the world's aluminum race.

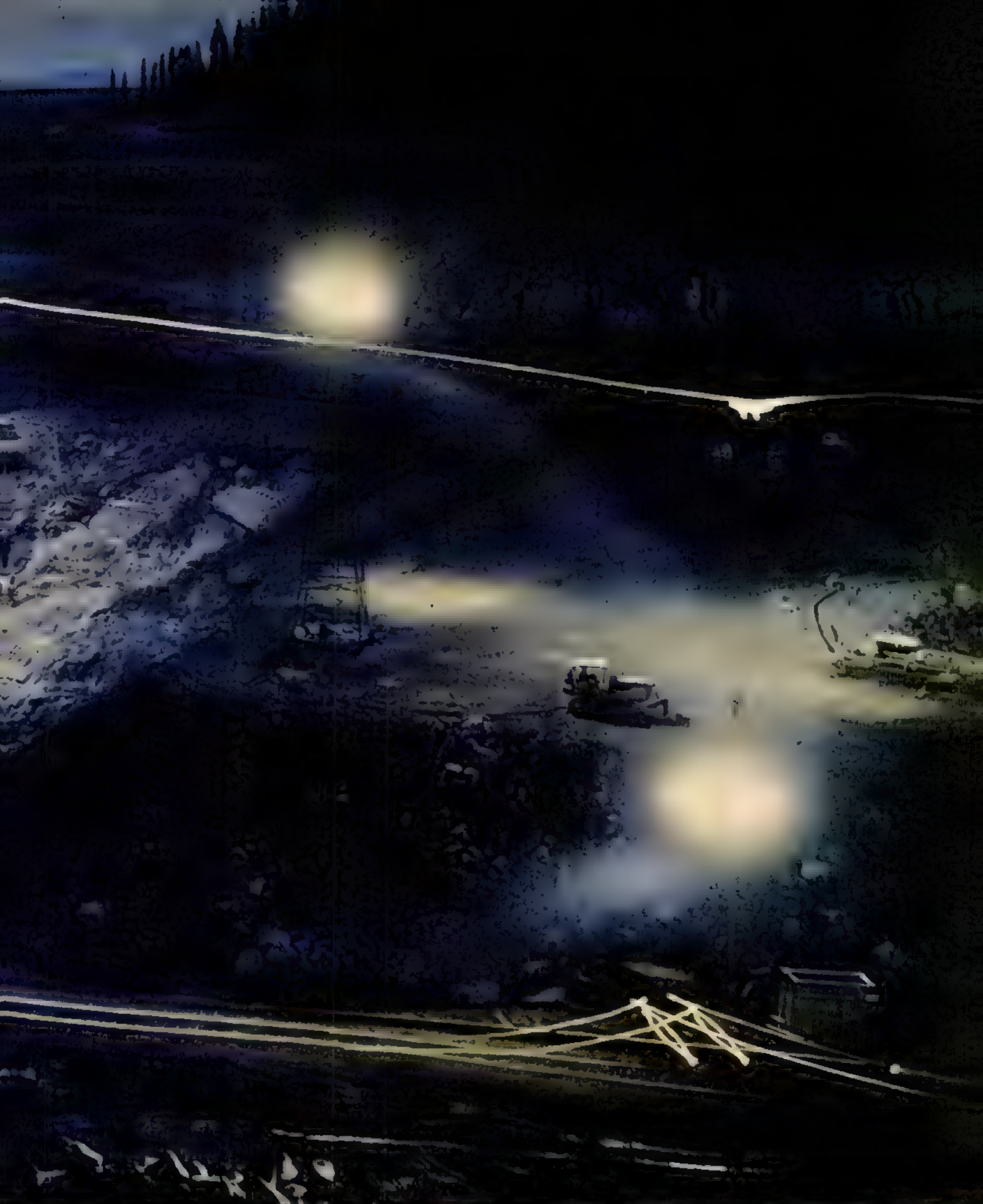


KITIMAT PROJECT will take this form when complete. The Kenney Dam (top) blocks original

flow down Nechako. Lakes will drain through tunnel into Gardner channel and Pacific. North is left.



REVERSING A RIVER, earth-moving equipment leaves headlight streaks in this time exposure made as men work through the night to bring the Kenney



Dam in Kitimat project to completion by November. Dam at right will stand 321 feet high and will turn the present flow of water into the lake area at the left.



EASTERN FAMILY of Noel Drolet of Quebec (second row, left) stands at statue of Jesus which his grandfather erected after profitable sale of land to railroad.

THE EAST IS OLD THE WEST IS BOLD

Long on natural resources, full of robust energy and eager to implement its boom, Canada finds itself short on just one item: people. This year she has 14 million of them, scarcely enough to create an internal market for her own vast capabilities. And this figure is a new high. Thanks to the prospect of easier living south of the border, Canada in the last 100 years has lost almost as many citizens as she has gained in immigration. The Canadians who have stayed at home are a mixture of many stocks, mainly French (30%), English (25%), Scotch (12%) and Irish (11%), and they are now being joined by Iron Curtain DPs at the rate of 50,000 a year. Superficially they are much like people of the U.S. But unlike that of the U.S., Canada's population has neither spread nor blended. Now, as in the past, most of her people live in eastern Ontario and Quebec, where 80% of the manufacturing is done. Those of Quebec, like the family of Noel Drolet (above) who lives modestly on a small and tidy farm near Les Ecureuils (The Squirrels), have scarcely melted in the pot at all, but have retained the language, piety and traditions of prerevolutionary France. But for those who have left the center of population, there is still plenty of frontier, and these men who come to work oil wells (right), ranches, wheat fields and mines are more in the American tradition. Like Patrick Hughes of County Down, Ireland, now prospecting for uranium, they look at Canada as a place of the future rather than of the past. "I'll make a bit and go back to the old country," says Hughes. "Then I'll surely come back, for Canada's the place of opportunity these days."



WESTERN WORKERS, stopping in at Leduc, Alberta after a day's hard work in the oilfields—sit around in the New Wallof beer parlor and drink "Calgary



red eye." This drink, a favorite in the area, is made by mixing approximately four parts beer to one part of tomato juice. Such a mixture, the oil workers

say, enables them to drink a great deal of beer without tasting it or feeling any unpleasant after-effects. They usually order two drinks at a time, pay 10¢ apiece.



EXPANDING FISHERY at Burin, Newfoundland, fed by modern vessels, is adding new buildings and, instead of drying its fish, fast-freezes 100 tons a week.

BOOMING REFINERY (below), run by Imperial Oil, smokes in Alberta oil field surrounded by shorthorns of nearby herd. Oil brings province a 25¢ royalty.





"IRON ISLAND," Bell Island, near St. John's, Newfoundland, has this giant receptacle where ore, brought up from

mines underneath sea, is dumped (top right). Big conveyor belts (left) load it on ships at the rate of 120 tons a minute.

EVERYBODY'S IN ON IT

Like the monstrous Kitimat undertaking, the projects now making the most dramatic changes in Canada's face are imaginative, dynamic and almost incredibly big. Smashing north along the Labrador border, modern pioneers with cash and Caterpillars are fording a railroad through the wilderness to reach ore in the Ungava region (LIFE, Nov. 12, 1951). Their mines may make a piker of the great U.S. Mesabi range. In Alberta, where there were only wheat fields five years ago, men are setting up their drill rigs to tap oil. One field alone is estimated to hold 300 billion barrels, more than the whole known world reserve. Prospectors are tramping the Athabaska region of Saskatchewan (LIFE, Aug. 18) to claim uranium, and a mine which may prove the world's richest already is in operation. But behind these Paul Bunyan ventures are the solid stand-bys that have brought Canada its present prosperity. Canada has the world

lead in nickel production. From Newfoundland to the Pacific a wide lumber belt puts her on top in newsprint. In Quebec she mines most of the world's asbestos. And though her own appetite is small, she feeds 100 million people in 71 nations with Canadian wheat. Now these established industries are undergoing a streamlining of their own, as the pictures here show, and modern methods—pipelines for oil and gas, sonar, loran and radar for fishing boats, huge new machinery in the mines—are constantly boosting production. With the profits, without waiting for the more venturesome projects to pay off, Canada can now go ahead and tap still more potential power (next page). She has already announced she will build the \$300 million St. Lawrence Seaway on her own if the U.S. does not act to join her by spring. Then Canada will have a sea route to the Great Lakes and a more efficient outlet for her booming export trade.



OIL PROSPERITY, from vast Alberta fields, is evident in Edmonton where Hotel MacDonell (left)

is adding new wing. Imperial Bank of Canada has expanded to a temporary branch in Quonset hut.



AIRCRAFT PRODUCTION booms near Toronto at Avro Canada jet plant where workers

turn out the new CF-100, a 650-plus mph Canadian-designed jet fighter powered with Canadian engine.





POWER FOR THE FUTURE thunders unharnessed into the misty, rainbow-decorated gorge at base of Labrador's remote and rarely visited Grand Falls,

which are second biggest in North America. This picture was taken from the left rim of the gorge, 300 feet above the rushing waters at the base of the falls.

Marilyn Monroe

discovers the world's most glamorous
make-up... from the
WESTMORES of HOLLYWOOD



You can share the wizardry of the world's foremost beauty experts, the men who make the stars more beautiful: Perc Westmore, the dean of Hollywood make-up artists; Wally Westmore, Make-up Director, Paramount Studios; Frank Westmore, famous Hollywood make-up stylist; Bud Westmore, Make-up Director, Universal Studios.

The world's most glamorous stars asked for it...an easier-to-apply, longer-lasting make-up that would give them the same complexion glamor on the street that they have in close-ups on the screen!

And the Westmores gave it to them...fabulous liquid TRU-GLO! A make-up that literally flows on your cheek.

You just dot it on, blend evenly with your fingertips, and pat off excess with a tissue. Presto! Your complexion takes on a luminous freshness—a petal-softness—that lasts all day!

Tru-Glo hides tattle-tale lines and imperfections...draws a sheer veil of color over blemishes...gives you a truly poreless look! Even more important, it imparts a radiant natural glow that brings out your true beauty!

And...satiny Tru-Glo never streaks. Never leaves a "masky" look. Not greasy or drying. The world's most glamorous make-up, magical Tru-Glo gives you breath-taking loveliness!

Perfect for all types of skin. Comes in shades to suit every skin tone. Tru-Glo is available wherever good cosmetics are sold.

Acclaimed by Hollywood

Tru-Glo
LIQUID MAKE-UP

ONLY 59¢ plus tax
(slightly higher in Canada)



MARILYN MONROE
is now starring in
"NIAGARA"
a 20th Century Fox Production
Color by Technicolor



Now...a new creamy, smearproof lipstick...by the Westmores!

The perfect accent to a Tru-Glo complexion...Hollywood lipstick by the Westmores! And Hollywood loves it because of its intoxicating color richness and exciting sheen...and because it won't smear. Feels wonderfully creamy on the lips. Not drying.

ONLY 59¢ and 29¢ plus tax

(slightly higher in Canada)



WESTMORE *Hollywood* **COSMETICS**



GOVERNMENT LEADERS WHO GUIDE THE BOOM

The men who can claim a lion's share of the credit for Canada's economic revolution were photographed by Yousuf Karsh in a caucus room in the Parliament Building, Ottawa. They are (left to right) Brooke Claxton, Minister of National Defense, U.S.-born Clarence D. Howe,

who is both Minister of Trade and Commerce and Minister of Defense Production; Prime Minister Louis St. Laurent; Minister of Agriculture James Gardiner, and Minister of Finance Douglas Abbott. Canada is small enough for these men to have intimate contact with

its important business men, farmers and labor leaders. The Liberal party, to which they belong, has a large majority which assures them steady popular support, and none of the cabinet's important decisions has been reversed by parliament since the party took office in 1935.



GRAND OLD DRINK OF THE SOUTH has been synonymous with Southern hospitality far back into history and, whenever friends gathered in those leisurely days, the appearance of Southern Comfort was the signal for a gala occasion. Like all pleasant customs, the Southern Comfort habit has swept far beyond its homeland. Today, it is enjoyed by people all over America, in Canada and many other foreign countries.



GUARDING SECRET of formula is Francis E. Fowler, Jr., who acquired it from old Southerner, last to know it.

OLD SOUTHERN DRINK CAPTURING THE NORTH

**Confederate highball invades nation
looking for smoother, tastier drink**

Back in the news is the drink grandfather reminisces about when you mention the Old South, suh. Known as "Southern Comfort," it's a mighty delightful tasting 100-proof liqueur which most people, according to a recent nationwide survey, now use as a whiskey.

Originally from way down yonder in New Orleans, Southern Comfort's popularity swept the South during ante-bellum days. During prohibition it lay dormant but was brought back to life by Francis E. Fowler, its present champion, after he happened upon a bottle of it in an old wine cellar following Repeal. Many months passed before Fowler, now determined to again market the drink universally, was finally able to locate the original formula—a secret closely-held by a member of an old Southern family.

After Fowler's acquisition of Southern Comfort, its rise in use until World War II was rapid; its sale during the War unbelievable. Over 500 million Southern Comfort drinks have been served, with sales greater today than at any time in recent years. Credited with the increase is the trend toward blandness and smoothness in food and drink.

The perfect party drink, Southern Comfort is a standby with the discriminating host. It makes superb highballs because it has a delicious taste that is delightfully indescribable and is 100-proof (same as a bonded whiskey). Old Southerners, relaxing on the plantation house veranda, delighted in sipping "the man's drink that everyone enjoys."

Latest trend in relaxation is the "Confederate Highball" and "Rebel on-the-rocks" (see opposite page). To make it possible for people to try these new drinks, Southern Comfort now offers a special half-pint "sampler" bottle, complete with booklet of many intriguing ideas. Included are recipes for the "Scarlett O'Hara," best-known of all southern cocktails, and other unusual, easy-to-mix drinks.

SOUTHERN COMFORT ADVERTISEMENT CONTINUED

delicious taste makes the Confederate highball different



WHAT MAKES SOUTHERN COMFORT'S TASTE is a secret known only to one man. Anyone who tries it for the first time is pleasantly surprised. At first sip, one notes a lingering bouquet that recalls the boldness of a fine brandy. Then as it goes down, there's a mellow smoothness and taste that reminds you of a rare liqueur. And throughout all this there is also an awareness of its body, rich and deep, so closely resembling that of great American whiskies.



STRAIGHT AND IN CONFEDERATE HIGHBALLS are the two most popular ways of drinking Southern Comfort. It's mellow, smooth and goes down easily. It's one liquor you can drink straight and really enjoy its taste. Straight, over ice cubes it's known as "Rebel on-the-rocks." The famed Confederate highball is a drink that is out of this world and easy to make. Simply mix a jigger with plum or sparkling water; or mix with any sweet soda (plus lime or lemon juice).



TOP MIXOLOGIST . . . HOTEL PIERRE Oscar Haime, president of the International Bar Managers Association and author of the Cocktail & Wine Digest, shown mixing the prize-winning Oscar Haime Cocktail made with Southern Comfort.



FAMOUS STATLER HOTELS' "MANHATTAN STATLER" All Statler Hotels feature this famous cocktail made deliciously different with Southern Comfort and dry vermouth. Their famed "Lady Statler" is also made with Southern Comfort.



LOOK FOR THIS DISPLAY of Southern Comfort "special samplers" on the counters or in the window of your favorite package liquor store

buy one of these Special Sampler

HALF-PINT BOTTLES TODAY!

We've introduced this special sampler size to make it easy and economical for you to taste-test the famed Confederate highball and "Rebel on-the-rocks." Buy a bottle today. Try it, then you'll know what we mean when we say Southern Comfort is *deliciously different*. It's perfect for parties and home entertaining, too!

100 PROOF LIQUEUR • SOUTHERN COMFORT CORP. • ST. LOUIS 2, MISSOURI

SOUTHERN COMFORT

The Grand Old Drink of the South

GET OUR FAMOUS "PARTY BOOK"—24 pages of Old South food and drink ideas. Send 10¢ with your name and address to: SOUTHERN COMFORT CORP. • ST. LOUIS 3, MO.



*tastes
deliciously
different*

STRAIGHT
"ON-THE-ROCKS"
HIGHBALLS
MANHATTANS
OLD FASHIONEDS

Available in: FIFTHS • PINTS
HALF-PINTS • MINIATURES*

*Taste it— You'll be
enthusiastic too!*

*(where legal)

Add Spice to your Life

Old Spice

FOR MEN



Add spice to your life — with Old Spice. The superior quality of these shave and grooming needs makes you look and feel your very best. And that brisk, crisp Old Spice scent *adds* zest. Try it — and see.

Stick Deodorant, 1.00 • After Shave Lotion, 1.00 • Shaving Mug, 1.25 (Refill, .75) • Men's Talcum, 1.00 • Shaving Cream, Brushless or Luther, .50

SHULTON

New York

Toronto

Prices plus tax except on Shaving Creams and Soap



ON A MAKESHIFT STAGE NEAR FRONT LINES IN KOREA, PFC. EDDIE FISHER SINGS HIT TUNE, "WISH YOU WERE HERE"

PFC. FISHER, CROONER

Soldier-singer performs for the troops and keeps his own career rolling

The Army ranks Eddie Fisher as a private first class and "Soloist, U.S. Army Band." In this capacity Fisher recently made a 46-day tour of Korea (above) to sing for 100,000 troops. Outside the Army, Eddie is ranked as one of America's most popular ballad singers whose series of RCA Victor record successes has been topped with his *Wish You Were Here*, which has sold half a million copies. When Crooner Eddie went into the Army in 1951, he was earning \$2,500 a week. When he gets out in April he can make—partly

as a result of hits he recorded on furloughs—\$7,500 a week from records, movies and theater dates.

Handsome, rich-voiced and 24, Fisher began singing as a boy in the streets of Philadelphia, helping his father hawk tomatoes and joining in the choir songs of his synagogue. This experience, one songwriter says, gave him "that thing in his throat." Several times in Korea when he opened his mouth to sing sweet ballads, Fisher says he got something else in his throat—"More bugs 'n' I ever knew existed."

CONTINUED ON NEXT PAGE



**—AND I CALLED OFF A
HEAVY DATE FOR THIS!**



**NEXT TIME SERVE KING
—IT'S THE BLEND THAT
TASTES THE BEST!**



**FOR SMOOTHER, Milder,
LIGHTER DRINKS STEP UP TO
THE KING OF BLENDS!**

BLENDING WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES. 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.

3 Ways to Handsome Hair! *Right Now!*



Lucky Tiger grooms your hair perfectly. But it does a lot more besides. Lucky Tiger kills on contact the dandruff germ, pityrosporum ovale, removes loose dandruff and gives your scalp a clean, wide-awake tingle. Treat your hair to all this, plus natural, greaseless grooming. Ask your barber, he knows.

**LUCKY
TIGER**
**3-PURPOSE
Hair Tonic**

Sold at all toilet goods counters



FANS IN THE U.S., bobby soxers and a Marine, besiege Eddie Fisher at door of NBC's Los Angeles studios, where he sang on the Eddie Cantor TV show. He was an unpaid guest on the program, made a recruiting speech for the Army.



HIMSELF ON SCREEN makes Fisher writhe, as he sees a film of the show. This was first time he had seen himself on TV. He promptly decided to buy a film projector to help him improve his behavior in front of television cameras.



A FINAL BOW in TV studio brings Fisher and Donald O'Connor out holding hands with star Eddie Cantor—who discovered Fisher at 21 as a "Borscht Circus" singer. Exertion on the show sent 60-year-old Cantor to the hospital.



NOW—
MORE
TOBACCO
IN EVERY
TINI

**BITE'S OUT—
PLEASURES IN!**



Get America's favorite—get Prince Albert! It's a crimp cut, mild—and it's specially treated by a patented "No-Bite" process to protect you from tongue bite. If you roll your own, you'll like it, too!

*Process patented July 10, 1907

MORE MEN
SMOKE

PRINCE ALBERT
THAN ANY OTHER
TOBACCO



**GOOD
any old
time!**



**America's
largest selling cheese cracker!**
Sunshine Biscuits

Kodak
TRADE MARK



Boy gets girl —
for the years ahead

You can keep happiness — with snapshots

There it shines—before your eyes. You can hold fast to these golden moments, with snapshots.

But it takes a ready camera. Keep it handy and loaded with Kodak Film—for all your happy hours.

Eastman Kodak Company, Rochester 4, N. Y.

This Christmas . . . send Photo-Greeting Cards, made from your own snapshot. Order now from your dealer.



At your dealer's—dependable Kodak and Brownie cameras for snapshot opportunities ahead

For black-and-white snapshots, Kodak Veribrome Film
For full color snapshots, Kodacolor Film

YOU, TOO, CAN HAVE A B

(1 out of 8 drivers had blowouts last year*)



THERE'S ONLY ONE LOW-COST W

SAFE AGAINST ALL BLOWOUTS !

LIFEGUARD
double air chamber



Any tire—new or old—can blow out! So, for safety's sake remember this: *Only the LifeGuard double air-chamber principle gives you complete safety in every blowout emergency!*

If outer chamber blows out, *no matter how large the blowout*, the inner chamber still holds air—enough air to let you come to a safe, controlled, straight-line stop.

In 17 years, in millions of miles of driving, we know of no case of failure of the LifeGuard principle in a blowout!

SEALS ITS OWN PUNCTURES !



Why spoil a trip by having to change a punctured tire? This tube mends its own punctures. If a nail or other object penetrates, the puncture-sealant automatically fills the hole, seals it up without loss of air pressure.

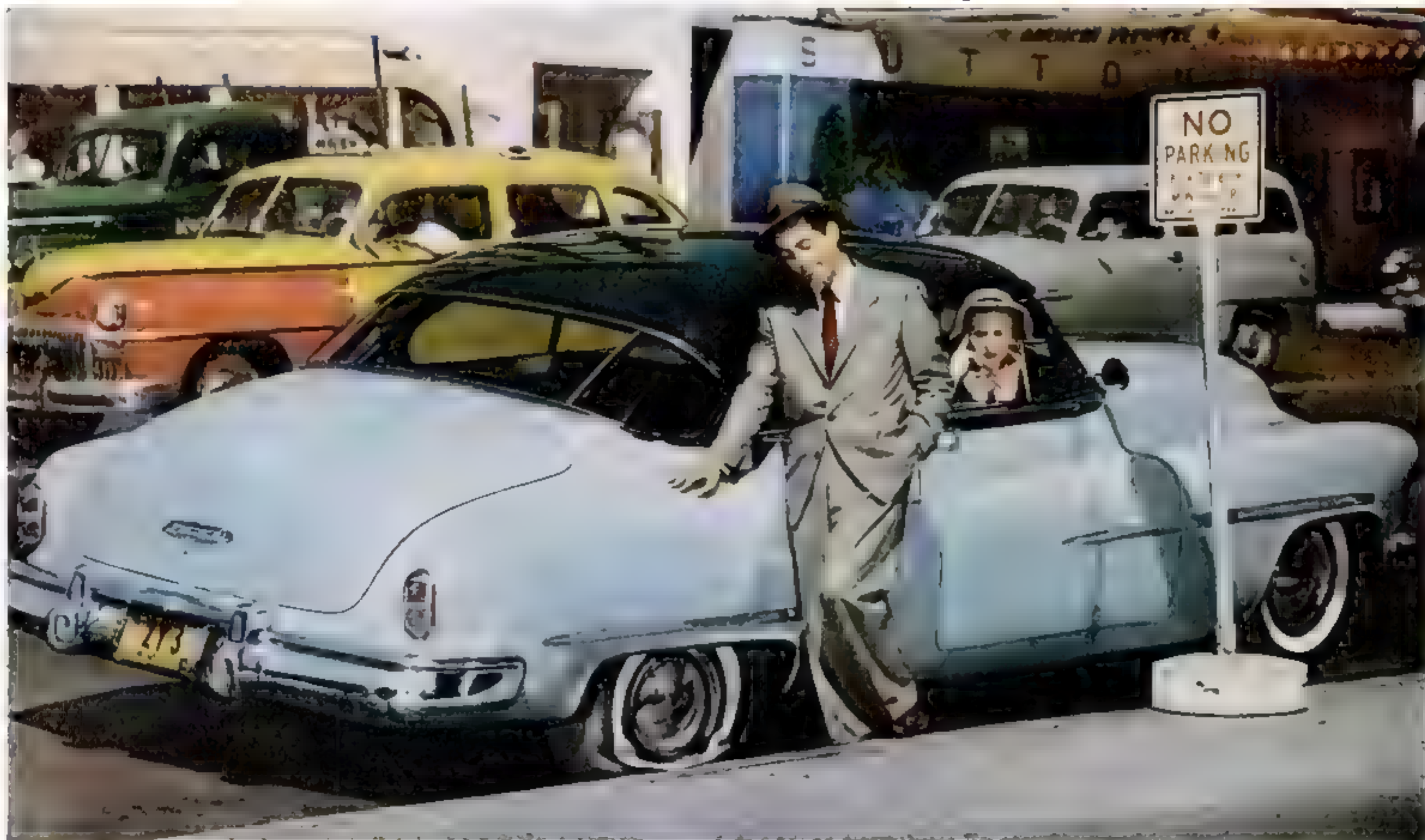
This puncture-sealant employs a principle similar to the Goodyear combat-proved, bulletproof gas tanks used in military planes.

And these New LifeGuard Safety Tubes by Goodyear hold air more than 5 times longer than natural-rubber tubes.

NEW LIFEGUARD SAFETY TUBES

BLOWOUT OR PUNCTURE!

(Half of all drivers had punctures last year*)



*From Crowell-Collier Sixth Annual Tire Survey

WAY TO BE SAFE AGAINST BOTH!

100,000-MILE RE-USABLE PROTECTION!



This is the only blowout and puncture protection that doesn't wear out when your tires wear out!

You can re-use your LifeGuard Safety Tubes in at least 3 sets of tires. You spread the cost over 100,000 miles or more. Thus you save 20% to 43% per wheel!

Get this double protection now *for the price of the tubes alone!* If your tires are still good, just have your Goodyear dealer equip them with a set of New LifeGuard Safety Tubes.



For blowout-safe, puncture-safe, carefree motoring put New LifeGuard Safety Tubes in Goodyear tires—the tires that give the longest mileage, safest mileage and most comfortable ride on wheels. Remember—more people ride on Goodyear tires than on any other kind.

by

GOODYEAR

LifeGuard, T.M.—The Goodyear Tire & Rubber Company, Akron, Ohio

Telechron ^{\$}15,000.00 Contest

ELECTRIC CLOCKS

Just tell why you want a Telechron electric clock in your (name of room) in 25 additional words or less

1,007 Prizes! 1st Prize \$2,500! 2nd Prize \$1,000! 3rd Prize \$500!

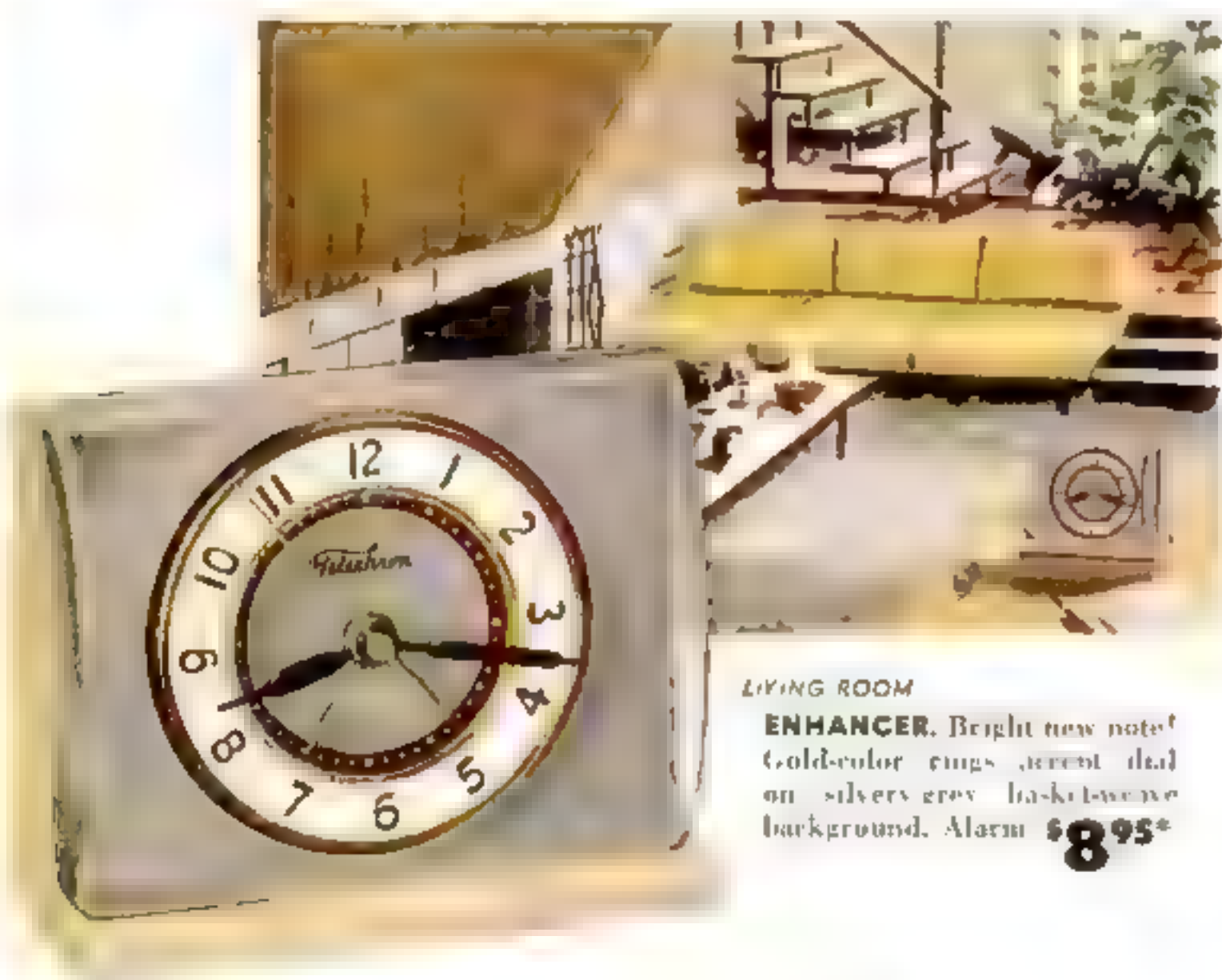
4 FOURTH PRIZES 4 sets of 8 clocks for every room in your home, retail value of \$100. 1,000 additional prizes of Telechron electric clocks!



LULLABY. You'll enjoy wonderful time all the time with this petite new alarm clock. With hummings features—\$5.95* As shown, only **\$4.95***



DEN
TELEGRAIN. New! For living room, dining room, bedroom, den, SATINY, mahogany-color case. Alarm. Only **\$7.95***



LIVING ROOM
ENHANCER. Bright new note! Gold-color rings accent dial on silver-gray basket-weave background. Alarm **\$8.95***



KITCHEN
ADVISOR. Lovely kitchen color-styler. White case with red dial, or case in pastel shades of dial colors—yellow, blue, mint green. **\$5.95***

NOTHING TO BUY! EASY TO ENTER!

Here's all you do! Just go to your Telechron clock dealer, ask him for an entry blank for the big Telechron Electric Clock Contest, and complete the following in 25 additional words or less: "I want a (name any model) Telechron electric clock in my (name of room) because," mail it promptly! And that's all you have to do to get your chance to win—cash or other prizes! Nothing to buy! Don't delay! Enter today!

OFFICIAL RULES

1. Complete the following in 25 additional words or less: "I want a (name any model) Telechron electric clock in my (name of room) because..."
2. Use an official entry blank from your Telechron clock dealer or write on one side of a plain sheet of paper and have your Telechron clock dealer sign it.
3. Mail your entry to "Telechron Clocks, P.O. Box No. 112, New York 46, N.Y." Entries must be postmarked not later than December 1, 1952, and received not later than December 15, 1952.
4. Entries must be the original work of the contestant and submitted in his own name. (Include address.)
5. Contest open to all residents of the U.S., its possessions and Canada, except employees of General Electric Company, its advertising agencies and their immediate families. Contest is subject to all federal, state and local regulations.
6. Entries will be judged on the basis of originality, sincerity and aptness by the competent and impartial judging staff of The Reuben H. Donnelley Corp. Duplicate prizes in the event of ties. All entries and ideas expressed therein become the property of Telechron Department, General Electric Company to use as it sees fit. No entries will be returned. Winners will be notified in person or by mail. Decisions of the judges will be final.

There's a beautiful *Telechron* ELECTRIC CLOCK for every room in your home

*Prices plus tax. Prices and specifications subject to change without notice.

Telechron is a trademark for products of Telechron Dept., General Electric Co., Ashland, Mass.

READY FOR CLASS, Nan carries a board with newspaper clippings to help in editing college paper.

COED FROM THE HILLS



AT BEREA COLLEGE, NAN HENDRICKS TRAINS FOR A KENTUCKY CAREER

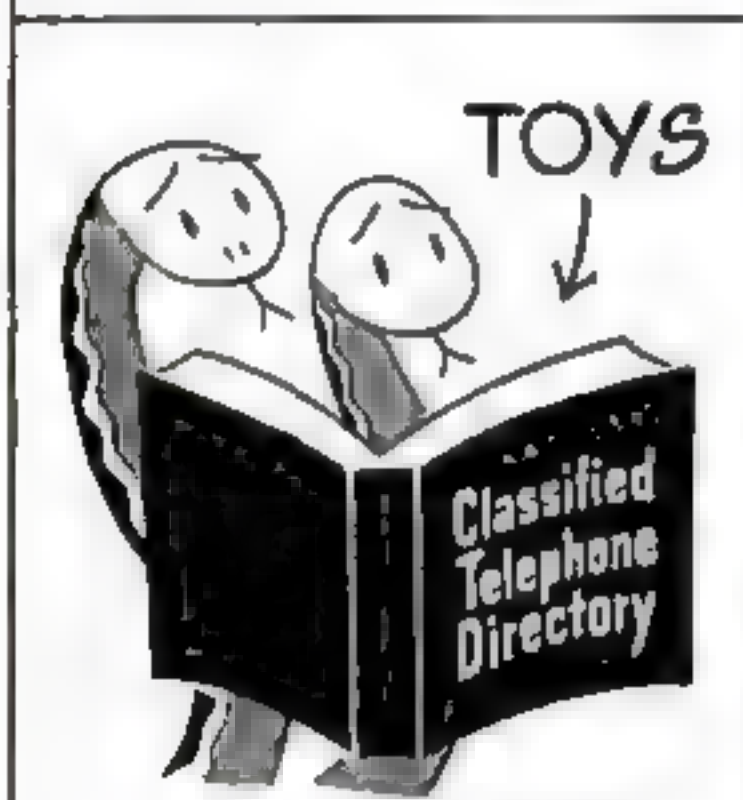


Nineteen-year-old Nan Hendricks characterizes herself pointedly. "I'm a hillbilly," she says. "That's someone who can tell a good hound dog just by seeing him in the field. Yup, I can." But Nan's backwoods upbringing has enabled her to go to one of the most exclusive colleges in the U.S.—Berea. A tuition-free, liberal arts college in Kentucky, Berea limits its student body almost entirely to needy young people from the mountain areas of eight southern states. Nan, now starting junior year, helps edit the campus paper, acts in college plays, carries a full schedule of studies and, like all Berea students, has a paying job to help pay for room and board. She works as a reporter on the town's weekly *Citizen*.

Nan's mountain-bred independence has already come in handy. In two weeks last summer she earned enough money modeling in New York to pay first-semester bills this fall. But she refused to let this go to her head, and like most Berea products she plans to stay near home and put her schooling to use there. Aiming at journalism, she already has her paper picked out and hopes to become one of Kentucky's few women editors.

←HOME ON THE FARM, NAN RESTS IN SHADE WITH FARMHAND AFTER CHORES

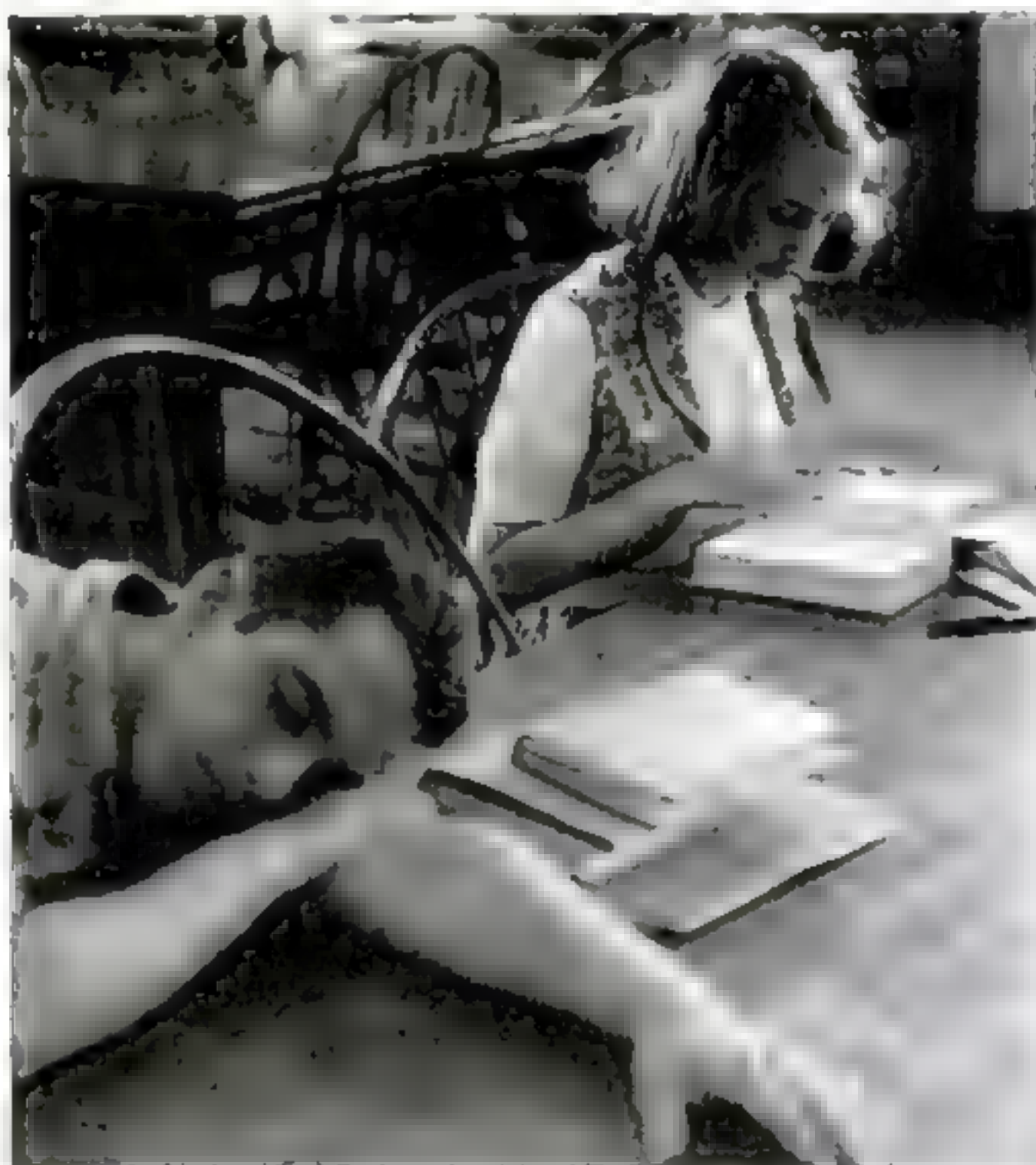
Looking for Something?



FOR HOME OR BUSINESS NEEDS
LOOK IN THE
'YELLOW PAGES'
OF YOUR TELEPHONE DIRECTORY



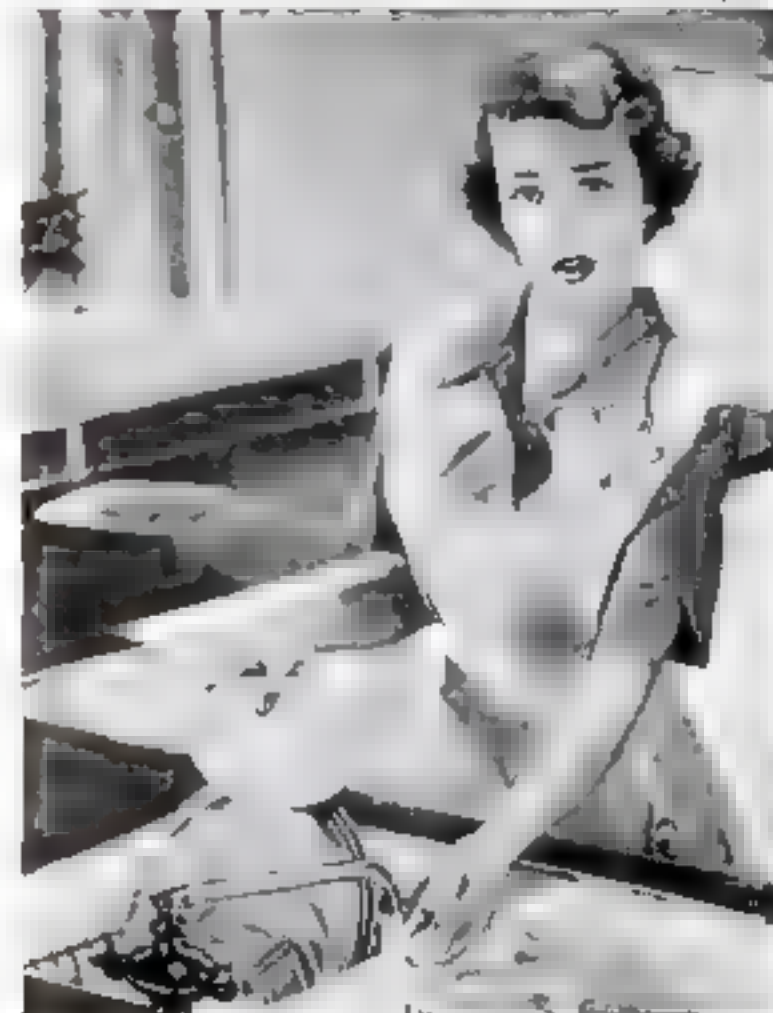
REHEARSING FOR PLAY on campus, Nan pats a dog while waiting for male lead, Dick Ramsay, to go through lines. A reader follows with script.



STUDYING IN LIBRARY, Nan works on psychology and ethics as another student dozes. She majors in history and sociology and also takes German.



WORKING ON PAPER, Nan and Bill Crosswhite mockingly congratulate themselves after an edition of the college newspaper has been put to press.



What a way to start the day—no hot water!

It always happens!

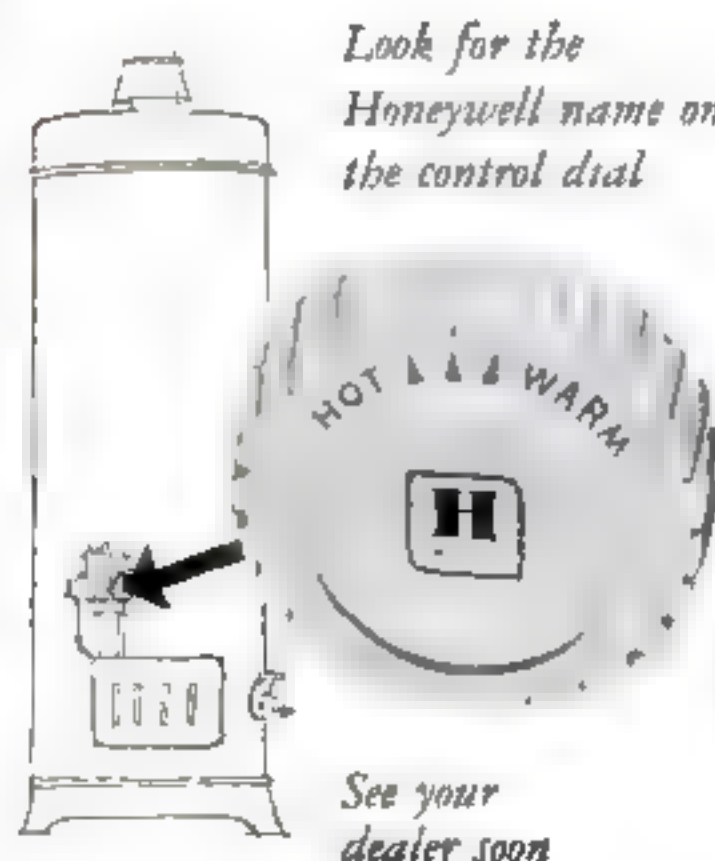
Hot water heaters have a knack of picking the most annoying times to act up!

Like right now! A busy day is ahead—you're ready to wash the breakfast dishes—and there's no hot water!

But there's no reason to put up with this situation any longer!

Install a water heater equipped with Honeywell controls

Because a new water heater equipped with Honeywell controls will give you long, trouble-free service—and plenty of hot water!



Honeywell



Appliance Controls

CONTINUED ON PAGE 36



What a way to start the day!

That early morning journey to turn up the heat is always unpleasant. But he has only himself to blame. He doesn't have to put up with an old-fashioned thermostat that makes this disagreeable job necessary, when the remedy is so easy.

Certainly there's no reason for YOU to disturb your sleep to turn up the heat if you'll install a modern Honeywell Electric Clock Thermostat. It automatically turns down the heat at night, so you

sleep in a healthfully cool room. Then in the morning, before you awaken, it automatically brings the heat up to daytime level. You get your full quota of sleep—get up and dress in a nice warm house.

Don't be without a Honeywell automatic Clock Thermostat another day! This wonderful modern convenience can be quickly installed on your present central heating system, at surprisingly low cost, without interruption of the heat supply.

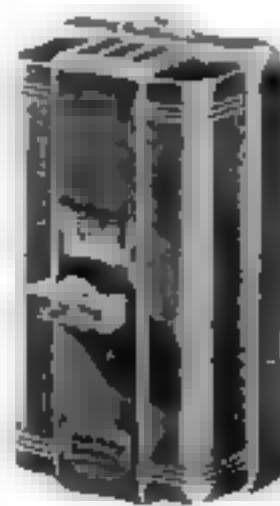
Call your heating dealer today. You'll find him listed in the yellow pages of your phone book. Or if you prefer, mail coupon below for all the facts about this finest of all thermostats.

MINNEAPOLIS
Honeywell

First in Controls



Actually pays for itself in fuel savings!
You can save up to 10% on fuel with a Honeywell Clock Thermostat, due to automatic night set-back. That's another reason why you'll see this famous Honeywell Clock Thermostat in so many homes.



Semi-automatic thermostat
Set the Honeywell Time-O-Stat for the morning pick-up time and temperature you want—sleep in cool, healthful rooms; wake up in a warm home.

Minneapolis-Honeywell Regulator Co.,
2855 Fourth Ave. South, Minneapolis 8, Minnesota

Please send me a free copy of "HOW TO MODERNIZE FOR COMFORT," including specific information on the Electric Clock Thermostat, Time-O-Stat and items below.

ELECTRONIC MODUFLOW. The magic sensitivity of electronics matches heat requirements to the weather changes, and keeps your home comfortable at all times.

ZONE CONTROL. The wonderful new way to provide comfort in the various heating areas of ranch-type and larger homes.



Name _____

Address _____

City _____ Zone _____ State _____



plakie
the toymaker says:

Pair of little ones said to me: "Plakie, please make some show-me-how books for very beginners... books that won't tear the way we handle things." That's how I came to make those two best-sellers, "All by Himself" and "All by Herself". You can get right into these books: lift the flippers, flip the leaves, button the buttons. It teaches all how fast they learn to do for themselves, this way.

They'll play safe with PLAKIE... the best loved toys in the little world. On sale in Infants', Toy and Book departments and in Baby shops everywhere.

plakie
toys

PLAKIE TOYS, INC. • YOUNGSTOWN, OHIO

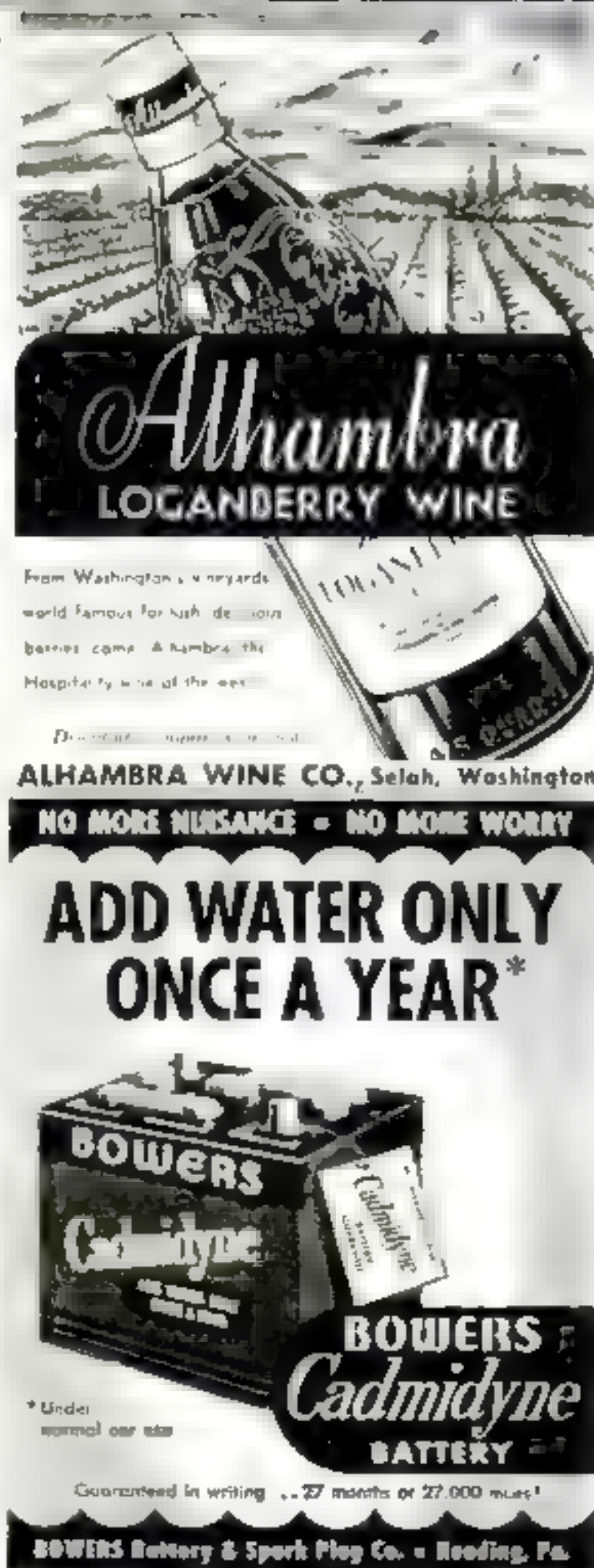


A luxury that actually does you good

You should use it: Two special ingredients in Aqua Velva help take care of nicks and scratches. The tingling is proof of Aqua Velva's action.

You'll like to use it: In addition to the pleasant aroma found only in Aqua Velva, it gives you a feeling of well-being, a special touch of luxury after every shave.

P.S. to Wives: Give him the luxury lotion he likes! Gift bottle, 11 ounces.



Alhambra
LOGANDERRY WINE

From Washington's vineyards world famous for high delicious berries come Alhambra the Hospitality wine of the west.

ALHAMBRA WINE CO., Selah, Washington

NO MORE NURSANCE • NO MORE WORRY

ADD WATER ONLY ONCE A YEAR*

BOWERS
Cadmidyne
BATTERY

* Under normal car use

Guaranteed in writing... 27 months or 27,000 miles!

BOWERS Battery & Spark Plug Co. • Reading, Pa.



AT HOME on vacation at family's farm in Knox County, Ky., Nan watches 12-year-old brother Hughie proudly show how he can bow out his stomach.



ON FARMHOUSE PORCH Nan chats with her parents. Her father was anxious to know how much time she could spare from college to help on farm.



IN A NEW DRESS her mother bought for \$6.95 Nan looks in a mirror. Since Berea students seldom dress up, she did not bring gown to college.

Better See Motorola TV



MODEL 21K6—Mahogany finish full-door console, 21-inch Tube.



with the sensational NEW *Standout* *Picture*

Brings the Action Right into the Room ... Closer than Ever Before

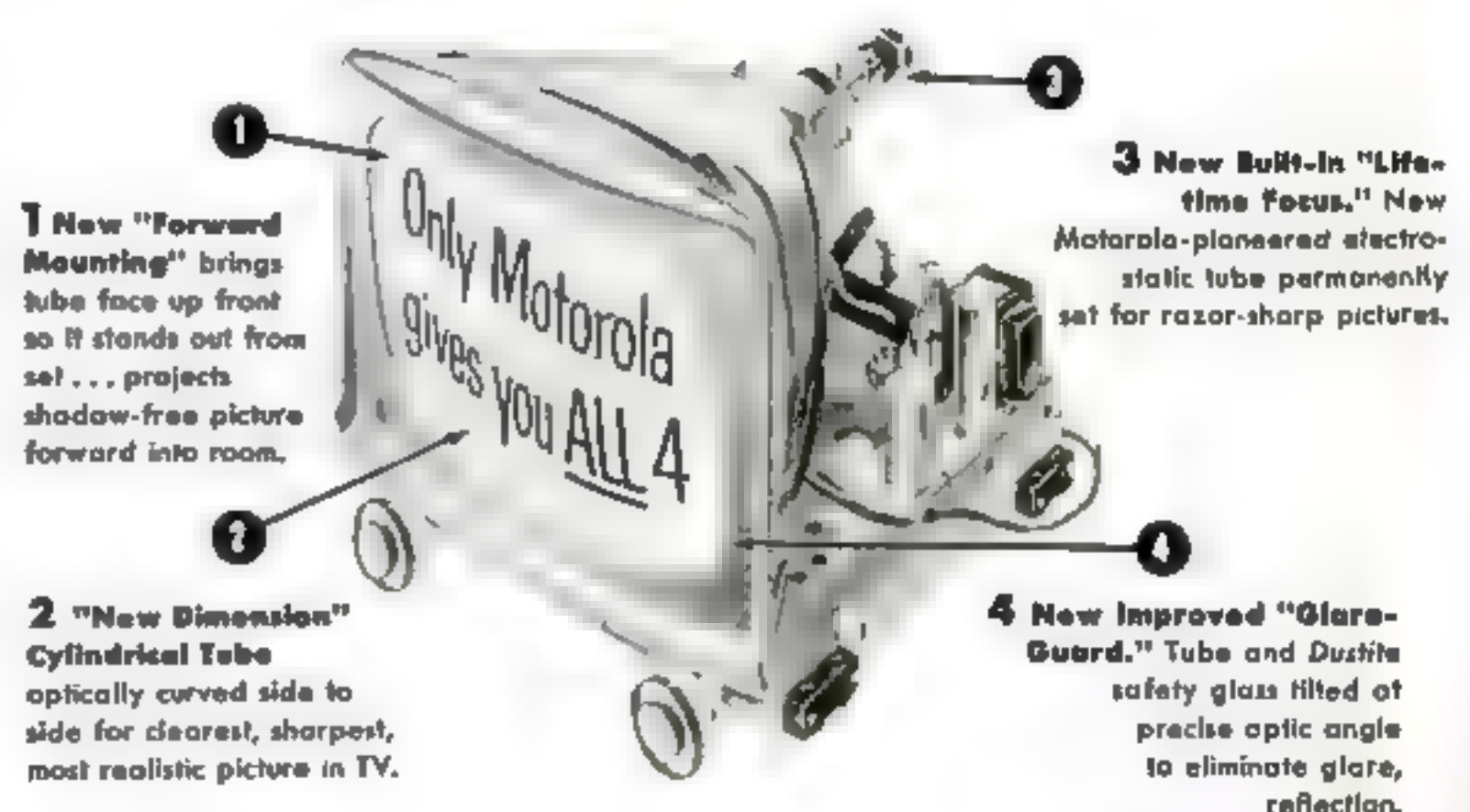
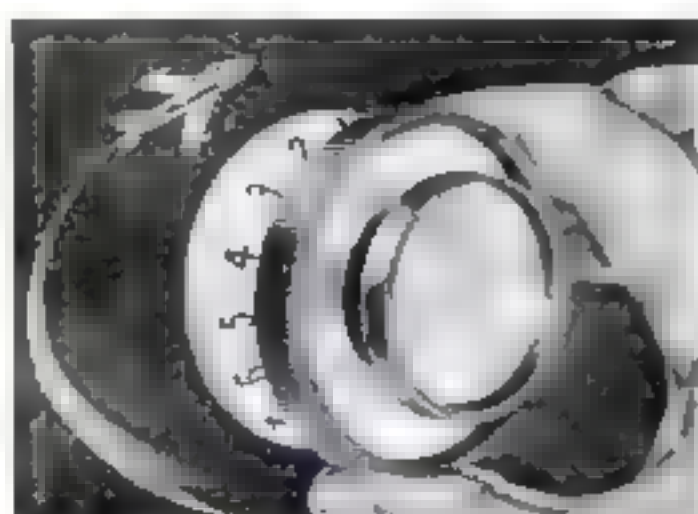
Thrill to the picture that has amazed the television world! Here, through exclusive Motorola science of *Optronic*s, is a dramatic, new dimension of realism... new picture depth and sharpness to triple your viewing pleasure. *Dependable... Beautiful!* Simplified, more stable, *Super Selenium Circuits* give you the one picture that stays perfect, stays "put." Style-winning Masterpiece cabinets.

33 distinctive models to choose from. Prices start at \$179.95. Slightly higher South and West. Prices include Excise Tax and full one year warranty on all parts, tubes, and picture tube.

NEW "SABRE JET" TUNER

Super-sensitive! Teams up with Concentrated Power Chassis to conquer miles. New, shielded Cascade-type tuner gets the picture, shuts out the picture "static" regardless of distance.

One-Knob Tuning. Snaps in perfect picture, sound, focus, brightness. New Channel-light for easy station selection even in the dark.

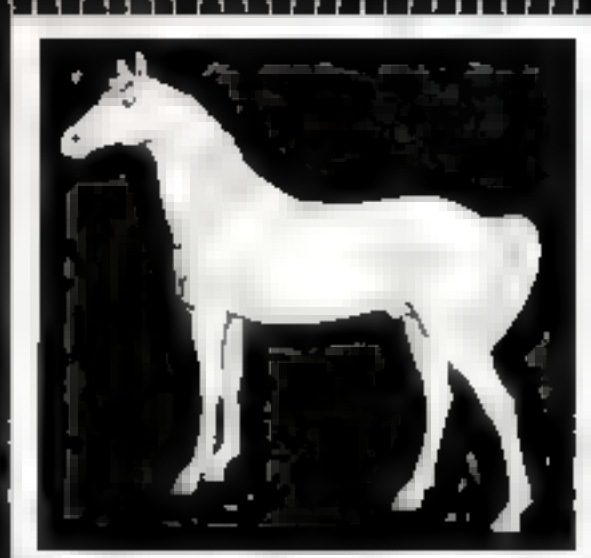


© 1952, MOTOROLA, INC.

Motorola TV

WORLD'S LARGEST EXCLUSIVE ELECTRONICS MANUFACTURER

What a SCOTCH!



White Horse... *of course!*

BLENDED SCOTCH WHISKY 86.8 PROOF
Browne-Vintners Co., Inc., N. Y., Sole Distributors

No tricks when the treat's

FLEER'S

Dubble Bubble Gum



Treat your Halloween callers to Dubble Bubble Gum. It's their favorite penny confection.

For treats and Halloween parties, too, buy it in handy bags of 20 or boxes of 120 pieces.

The kids will love you for it.

FRANK H. FLEER CORP.
PHILADELPHIA 41, PA.



New Flano-Jac...
fashion hit
of the season!

Flannel's the fabric for Fall! And Lakeland brings you the finest in styling and comfort. This he-man jacket is 100% wool flannel in stylish grays and tans. Full rayon lining. Men's sizes — \$22.95; boys' — \$19.95. See your Lakeland dealer or write for his name. Lakeland Mfg. Co., Sheboygan, Wis.

Lakeland
SPORTSWEAR

PROTECTS YOU HANDSOMELY

HILL COED CONTINUED

AN INTERIM MODELING JOB



IN HAIR CURLERS, Nan gets ready for a modeling assignment for a fashion magazine in New York.



IN STUDIO, she models evening dress. A top model agency paid Nan \$35 a week just so she would be on tap for assignments (which paid \$15 an hour).



ALL DRESSED UP, Nan shows how her elegantly molded features will appear in fashion pictures.

Here's why more people buy **HORMEL CHILI**



It has more good lean beef ($\frac{1}{3}$ more than U.S. Government standard)

It has that extra delicious sauce—not too hot, not too mild—just right!

It's sensibly priced—a hearty main dish for two from the one pound can for about 20¢ a serving

No wonder it's America's favorite by better than 2 to 1!

Extra rich, extra meaty, extra good...
HORMEL CHILI CON CARNE

HORMEL
Flavor Sealed
CHILI CON CARNE

HORMEL
GEO. A. HORMEL & CO.
AUSTIN, MINN.



The advertisement features several illustrations of people in mid-20th-century attire. A woman in a green dress pushes a shopping cart on the left. A woman in a purple dress stands near a shopping cart in the upper middle. A woman in a blue dress pushes a shopping cart on the right. At the bottom right, a man and a woman are walking together, with the man carrying a large bag. The background is a light, textured yellow.

How to be perfectly dressed...

in your blue suit

Wear the Arrow Harvest Time ensemble—gray shirt with harmonizing tie and handkerchief, and undershorts to match the shirt. Arrow ensembles complement perfectly *what-ever* color suit you wear. Collar style shown is *Ardsley*.

—gray suit

Step out in the Arrow Harvest Time ensemble in blue. Collar illustrated is *Belmont*. All-silk tie knots neatly, drapes superbly, wears and wears. Another good-looker is the Arrow Harvest Time ensemble in green.



—brown suit

Your brown suit will look its best with Arrow Harvest Time in tan. Shirt shown has the *Kent* collar. Note matching shorts: no chafing center seam, can't "ride up," choice of several waist-band styles. See your Arrow dealer today for...

Arrow "Harvest Time" prices are about as follows, subject to change by Government regulation: shirts \$3.95, matching shorts \$1.65, harmonizing all-silk ties \$2.50, handkerchiefs \$.55. Cluett, Peabody & Co., Inc.

ARROW

Harvest Time Ensembles



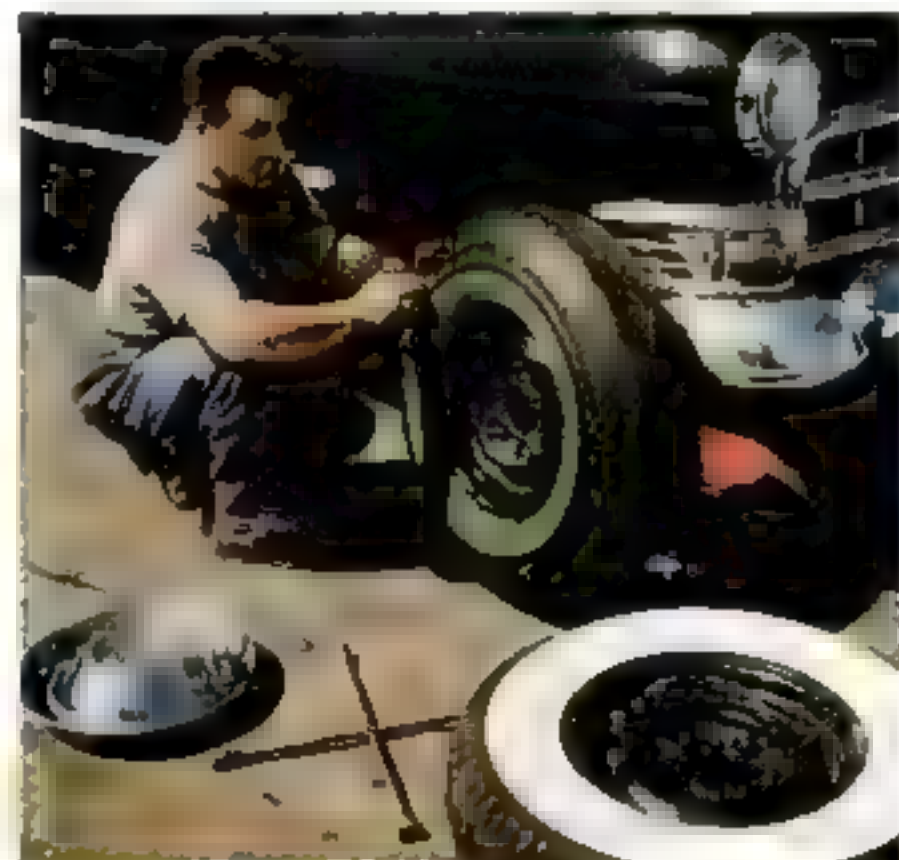
IN A BUSY LONG ISLAND SHOP A VULCANIZING TEAM APPLIES COLORED RUBBER STRIPS TO BLACK TIRES TO MAKE SIDEWALLS FOR HUE-HAPPY MOTORISTS

TINTS FOR TIRES

The old white sidewall yields to red, yellow and even chartreuse

To the large catalog of automobile "extras" a Long Island firm recently has added tires with sidewalls in five colors. The Lefferts Color Wall Company envisions the day when red, green, blue, yellow or chartreuse tires will be as much a part of the well-appointed sedan as fenders and chromium. These high hopes are based on the rapidly increasing numbers of pastel and two- and three-toned cars on the road. "Black is on the way out," says Lefferts Partner Steve

Usack flatly. Usack's firm buys the premium quality tires of a well-known maker, then vulcanizes strips of colored rubber on the sidewalls. The bright result costs approximately the same as the traditional whitewalls. Distribution is so far limited to New York, Philadelphia and Baltimore, but expansion plans are under way and Lefferts hopes that its current output of 250 tires a day (yellow is most popular) will soon be insufficient to meet demand.



GREEN-WALLED TIRE is meant to harmonize with car, costs about same as whitewall on ground



choose early... **AVON** GIFTS
...your perfect choice for all!

Sister, mother, father, brother . . . everybody loves Avon gifts! Exquisite perfumes and cosmetics . . . men's fine toiletries . . . Avon gifts are colorfully packaged, moderately priced . . . treasured because they are both beautiful and practical. Select your Avon gifts early . . . conveniently, in your home. Your Avon Representative will help you.

. . . Welcome her when she calls.



LORRETTA YOUNG, starring in
"Because of You", a Universal
International Picture, selects Avon cosmetics
for gifts with the help of Mrs. Bernice Biegel,
Avon Representative.

... Welcome her when she calls.

Avon cosmetics

A Family Tradition Since 1886 • RADIO CITY NEW YORK • MONTREAL, CANADA

RIGHT



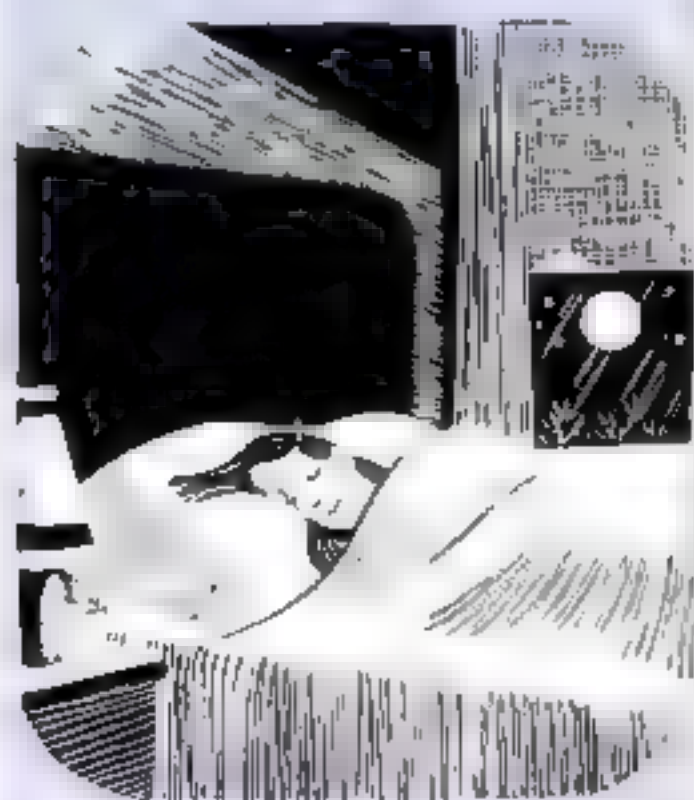
IN HOSPITALS



IN PSYCHIATRY



FOR REDUCING



TO GET TO SLEEP

HOW TO USE barbiturates and stimulants is depicted in drawings by Charles Martin. Proper use includes: supervised treatment for surgery patients in hospitals; helping unlock subconscious in psychiatry; reducing appetite; and, in moderate amounts, inducing good night's sleep.

'TO SLEEP: PERCHANCE ...'

News about misuse of pills for sleep and pep obscures their status as a boon to medicine

by RICHARD L. WILLIAMS

SOMETIME tonight, as on every night of the year, a scattering of sleepless citizens will go to the medicine shelf, open a container of sleeping pills and take not one or two but the whole bottle. Tomorrow, when the rest of us awaken to face the troubles and pleasures of the new day, these people will not be with us to share them. Their funerals will be held this weekend. Their suicides will be reflected not only in the actuarial tables but also in the lurid literature which holds that sleeping pills are a national menace and nothing else.

The tables are accurate, but the literature is a libel, both against sleeping pills and their equally maligned opposite numbers, the awakening or energy pills. The fact of the matter, buried under the headlines and generally ignored by the public, is that the pill, tablet or capsule which will surely and safely put a person to sleep or wake him up, ranks near the sulfas and the antibiotics among the great medical discoveries of the century.

The folklore on the subject is founded on more or less relevant fact but is embroidered with fantasy. It is rich in morbid anecdotes about obscure and prominent people who have been killed by overdoses of sleeping pills. (But it is lean in accounts of those who have been kept alive by them.) It abounds with alarming stories of youngsters who commit holdups while fortified by "goofballs" or "thrill pills," of motorists trying to drive up tree trunks while high on barbitals. It retails instances, but rarely documents them, of the phenomenon of automatism, in which an insomniac is said to take a couple of sleeping pills, wake up later in a stupor, forget having taken them and take more, repeating the process literally *ad infinitum*. Some of the episodes beget their own sequels, like the bizarre story that came out of Mexico City last winter. A lovesick girl named Carolina Llamas took a handful of pills, lay unconscious for 116 hours and was widely publicized as a sleeping beauty, which was enough to touch off an imitative epidemic among Mexican maidens. It was headed off after at least one death when the board of health belatedly forbade barbiturate sales except on prescription.

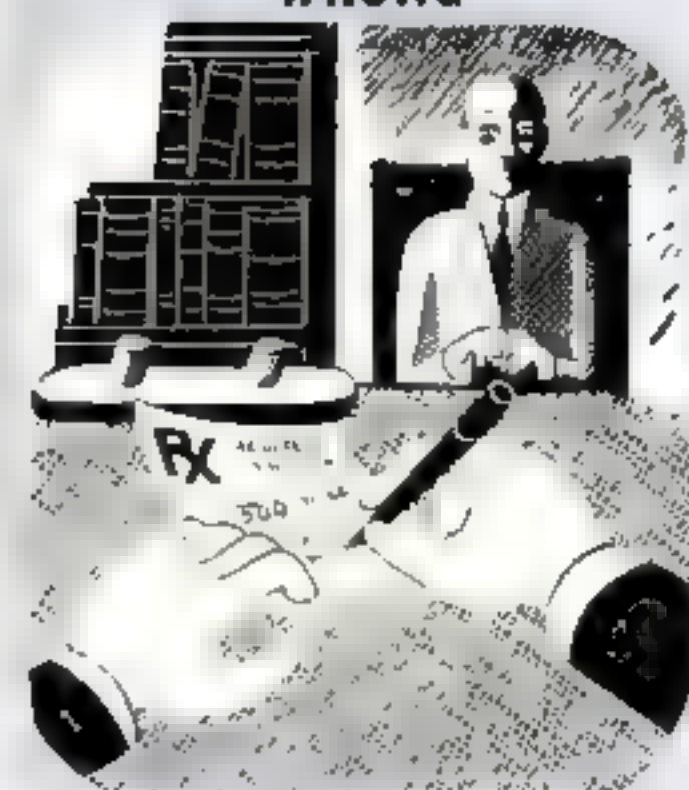
'No, Doctor!'

BEING well briefed by the press on all these abuses, millions of families would as soon harbor a box of coral snakes in their medicine chests as a bottle of barbiturates. It was perfectly understandable that in his last illness and his 89th year William Randolph Hearst, who had read plenty about the menace in his own newspapers, should recoil in horror when his doctor prepared to give him a mild sedative. "No, Doctor!" he cried. "No habit-forming drugs for me!"

It is true that painless sleeping pills have succeeded the less appetizing poisons as a fashionable route to oblivion. The only more popular method by poison is turning on the gas. This year several thousand Americans will take overdoses, accidentally or on purpose, and close to 1,000 will die. To supply these and other consumers, about 350 tons of the barbiturates alone will be manufactured. Production has quadrupled since 1933 and is now sufficient to put everyone in the country to sleep for 22 nights a year, or to put nine million people to sleep 365 nights a year. When the awakening pills are added in, the annual total comes to more than 5.5 billion doses.

The science writers, the medical profession and logic all would agree that this amounts to a national overdose, even for

WRONG



TOO BIG PRESCRIPTION



IN NIGHT DRIVING



"A BOLT AND A JOLT"



OVERDOSAGE

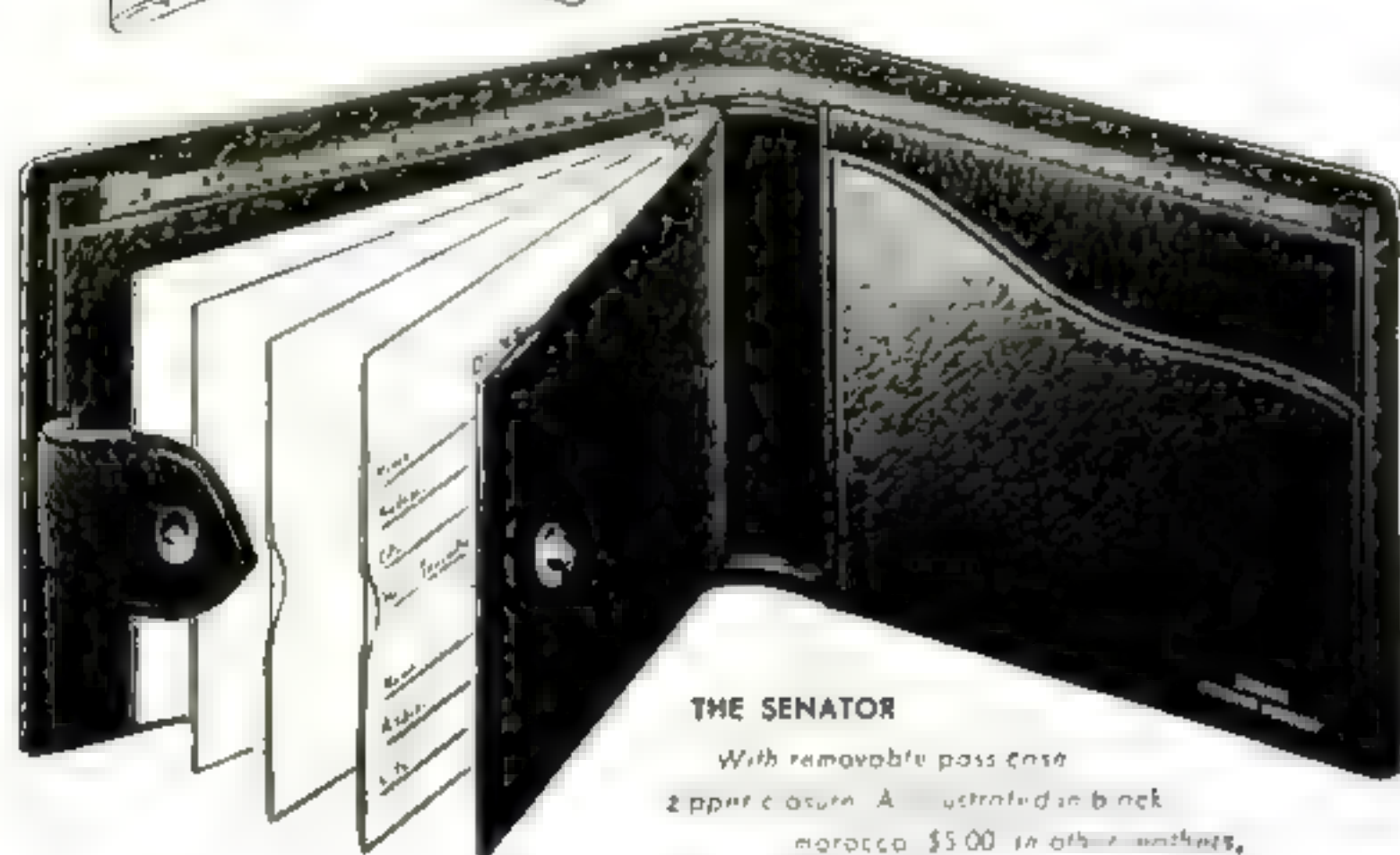
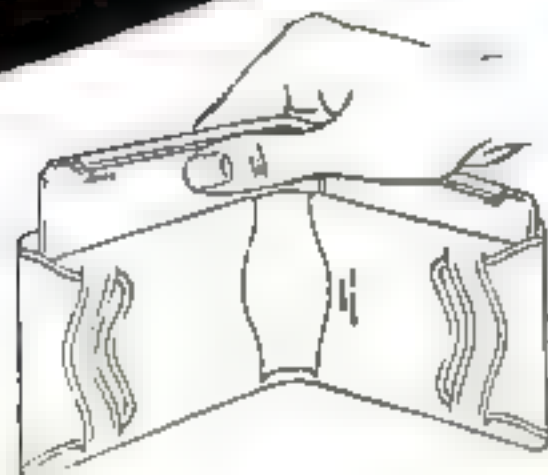
HOW NOT TO USE pills includes: prescriptions for large amounts by doctors who want to avoid trouble of frequent renewals; taking too many stimulants while driving at night; teen-agers taking them for thrills; and endangering life by taking too many at night without doctor's advice.

CONTINUED ON NEXT PAGE



THE TWINFOLD

Two wallets in one. One-piece construction. Rich looking, roomy. Includes a thin inside billfold that can be removed and used separately. Available in six fine leathers. \$7.50.



THE SENATOR

With removable pass case & passport cover. A illustrated in black morocco. \$5.00 in other leathers, from \$3.50.

**Lure him
with
Leather**



Who could resist the elegant look and feel of SWANK leather accessories? Wallets like these, for example. Smartly designed and spacious, they're gifts that will earn his thanks all year round. And they're only two of a great line—from \$3.50 up. Every SWANK wallet includes a new 28-year VINYLITE calendar.

Prices subject to Federal Tax

Be SMART,
be sure it's SWANK

Men prefer
SWANK

SWANK © Swank, Inc., Andover, Mass.



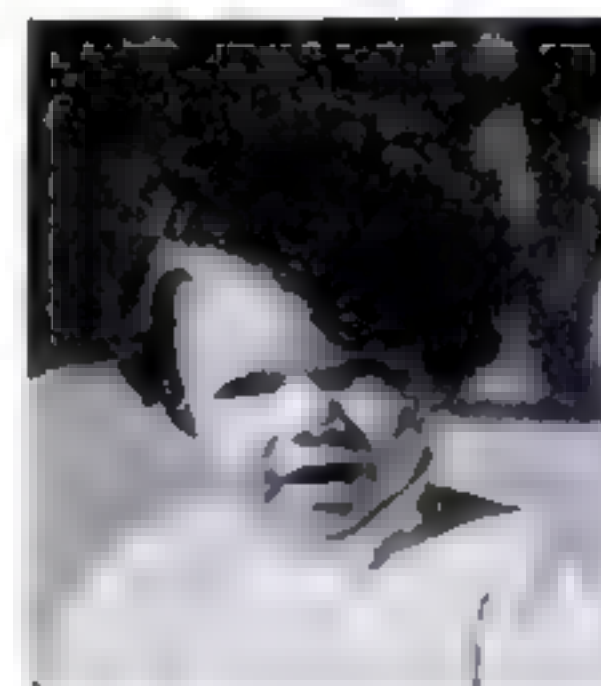
LUPE VELEZ



KLAUS MANN



PAT WARD



PRINCESS YASMIN

SLEEPING PILLS MAKE HEADLINES

The sort of news stories that help obscure the value of sleeping pills are made when well-known people take an overdose. Some of the most famous are shown above. Screen Actress Lupe Velez committed suicide with sleeping pills in 1944. Author Klaus Mann, son of Thomas Mann, died from an overdose in 1949. Pat Ward, who worked for Comedienne Martha Raye, recovered after an overdose, later became even more famous in New York vice scandal. The most bizarre recent case was that of Rita Hayworth and Aly Khan's 3-year-old daughter Yasmin who gulped a handful, thinking it was candy. A stomach pump fixed her up.

'TO SLEEP...' CONTINUED

the world's most insomniac nation. How many of the pills are bootlegged or indiscriminately prescribed nobody knows.

Congress accordingly has taken steps to tighten up on the supply. The Durham-Humphrey amendment to the Food, Drug and Cosmetic Act, which took effect five months ago, restricts the filling and refilling of all prescription drugs except on a physician's order. Some lawmakers think this does not go far enough. Senator Estes Kefauver once proposed putting an emetic in sleeping pills as a suicide preventive, and such preparations have been made, but many doctors say this could hurt more patients than it would help. Massachusetts' Representative Edith Nourse Rogers has been bedeviling her colleagues to place "these perfectly horrible drugs" under control of the federal narcotics laws, making them as difficult to obtain as heroin and morphine.

The medical profession takes a much brighter view of sleeping pills. Medical students are taught that they are one of modern science's greater gifts to therapeutics. This is because they are no less dramatic, in their effects on the central nervous system, than are the "wonder drugs" in killing bacteria.

Properly employed, the barbiturates and stimulants have varying degrees of usefulness, not only in the pursuit of rest and energy, but in the management of such diverse ailments as mental depressions, epilepsy, obesity and the DTs. The barbiturates are widely used to calm patients going into surgery, and to speed their recuperation afterward by helping them get restorative sleep. Doctors often prescribe them for women going through the menopause, and to quiet the nerves of people overwhelmed by family tragedies or business crises. In combination with pain-killing drugs they bring relief to thousands whose troubles range from chronic headaches to cancer.

The stimulants are also a potent weapon in the doctor's arsenal. Some of them miraculously clear away the melancholia that besets victims of alcoholism, and in some unexplained way they reduce

CONTINUED ON PAGE 108



before you look at ease...



you've got to feel at ease...

WEAR THE ONE-AND-ONLY

Jockey®

UNDERWEAR

BRAND

Made only by

Cooper's®



Jockey
Midway®



Jockey Contoured Shirt
...stays in place

True comfort begins at the skin—wouldn't you like to feel so at ease you forget you're even wearing underwear? You can—if you wear Jockey brand Underwear. Because only Jockey gives you these exclusive features:

11 separate contoured pieces in Jockey Midway® are tailored to fit you everywhere!

exclusive angled front opening is more convenient, won't gap! special groin seams help keep Jockey Midway from bunching and crawling, give you mild support! special heat-resistant rubber in waistband outlasts other leading brands by 40%!

Result—though all underwear gives you cov-

erage, only Jockey gives you full comfort. So see your Jockey dealer—get Jockey and get comfortable. And choose Jockey Contoured Shirts to match the lowers—they're planned to go together.



Short

Over-Knee®

Long

DON'T SETTLE FOR LESS! INSIST ON ONE-AND-ONLY **Jockey** BRAND UNDERWEAR

Cooper's, Incorporated—Kenosha, Wis.

All the world wears Jockey! Licensees and registered users:

Canada—J. R. Macle Company, Limited, Australia—Speedo Knitting Mills, British Isles—Lyle & Scott, New Zealand—Lowe, Walker, Redfern, Switzerland—Vollmeier, France—Yvetot, Colombia—Tadik, Ego, Italy—Sart, Austria—Postel, Denmark—Taco, S.O. Africa—Ninian & Lister, Germany—Vollmeier



turns Small Figures into EYE-CATCHERS!

Slip it on...instantly you look fuller, rounder...you sense admiring glances, and *only you* know why! The light magic lining of ADD-Vantage curves and firms, adds beauty without bulk, *never* loses its shape. Only Lovable brings you a bra as precious as this for just \$2.

In acetate satin or broadcloth. Also satin Strapless.

It costs so little to look Lovable!

At your favorite store, or write The Lovable Brassiere Co., Dept. L-10, 180 Madison Ave., N.Y.C. 16



PILLS' EFFECT ON BRAIN is shown in this drawing. The best medical evidence indicates that an increasing dosage of sleeping pills first affects the cerebrum (light red shade), causing drowsiness and sleep. Then midbrain and cerebellum (medium red) are also affected until consciousness is blacked out. When the effects reach the medulla (dark red), which controls respiration, paralysis combines with the pills' effect on the spinal cord to cause death.

'TO SLEEP...' CONTINUED

appetite, thereby reducing weight. Frequently they bring victims of barbiturate poisoning out of the deep coma that otherwise would end in death.

Both kinds of medicine are used, in different ways, in the treatment of epilepsy. And both are enemies of the tension that is the symptom and aggravator of the neurotic depressions that infect modern man. By relieving tensions they not only make people feel better but enable their doctors to get at the roots of their troubles, which is an application of the theorem that you can't treat an alcoholic until you sober him up first.

So it is not surprising that in some parts of the country the pills for sleep and pep account for a quarter of all the prescriptions that are written, or that a large but undeterminable number of physicians take them themselves to purchase relief from the tensions of a tough day or an exhausting night. It is surprising, though, that their reputation is often lower among laymen than among professionals; with the wonder drugs it has been the other way around.

Both the sleeping pills and the awakening pills are comparatively modern means to ancient ends. The first barbiturates came into use in 1903, barely in time for the frantic century whose nerves they sedate. Before that the standard hypnotics, or sleep-producers, were the odious but efficient paraldehyde, the irregularly effective bromides, and chloral hydrate, classic ingredient of the Mickey Finn. Before that and until a century ago, man got along with the old reliable hypnotics that had served him since the beginning of history: hashish, from hemp; opium, from poppy seeds; and alcohol, from whatever came to hand. It is worth noting that he has always had something. The 20th Century holds no patent on insomnia.

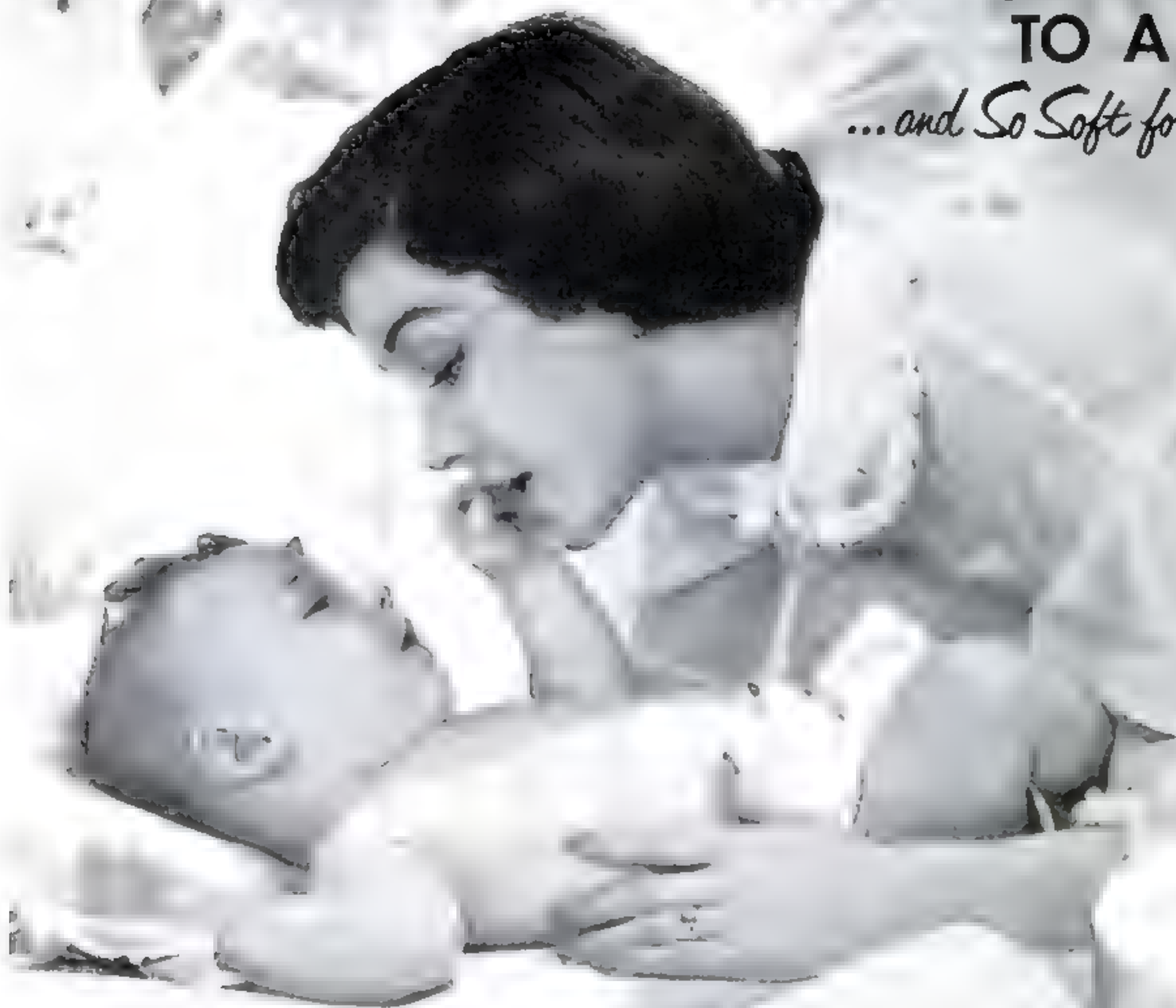
The great beauty of barbitol, discovered by two German scientists and introduced into medicine as Veronal, was that it offered a controllable means of depressing the central nervous system to any desired degree, from slight sedation to deep anesthesia. There was, besides, a great margin of safety between the clinical dose and the lethal one. Barbitol, an odorless white crystalline powder, was a combination of malonic acid, derived from grapes, apples and other fruits, and urea, a solid first isolated in animal urine. It was susceptible of almost infinite chemical variation. Chemists have synthesized some 1,500 derivatives of barbituric acid in 49 years, but only about 25 are in general use.

They differ in speed, duration and intensity of effect, but they all work about the same way on the central nervous system. This mechanism is the body's built-in ladder graph of human development. At its top are the higher cortical centers, relatively recently acquired, governing learned behavior and inhibiting instinctive behavior. At the bottom level of the brain stem is the medulla, regulating the respiratory and circulatory systems. The barbiturates go to work on the various levels in a selectively descending order, briefly depressing the highest centers at first and knocking out consciousness during the descent. In sufficient overdose they

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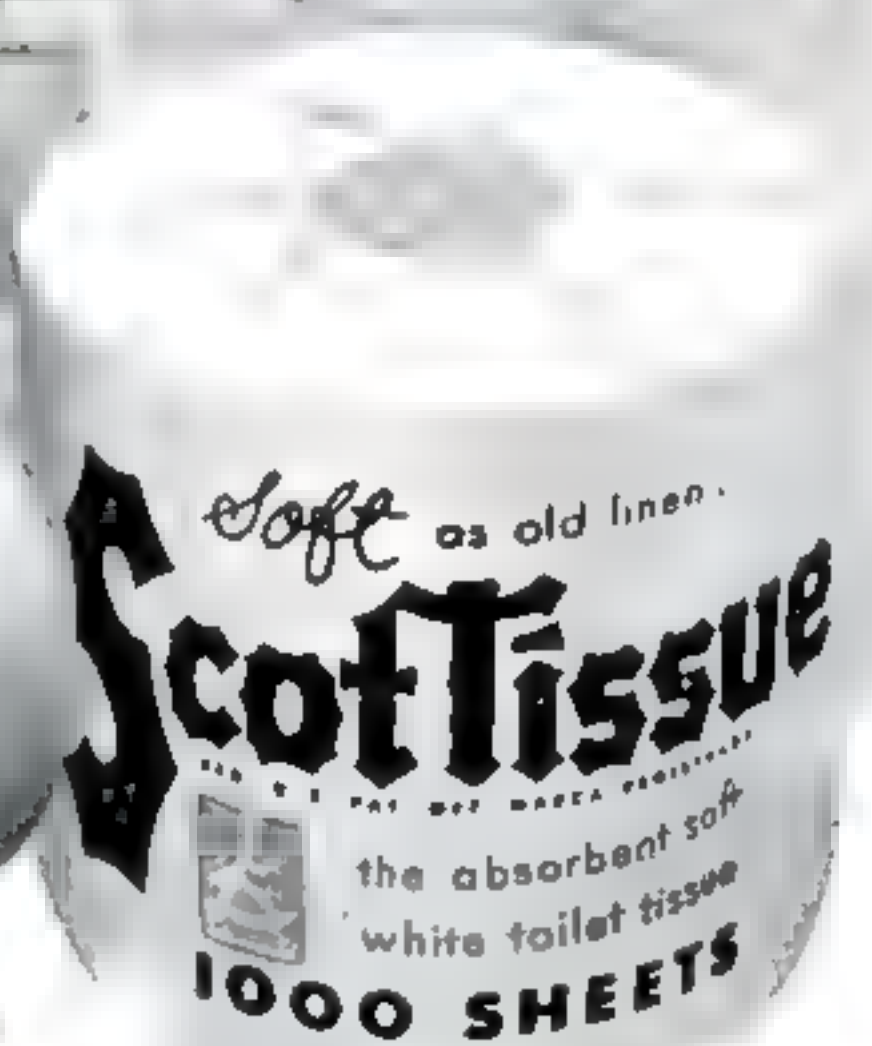
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TO A ROLL**

...and So Soft for his Tender Skin



**1,000 SHEETS—OVER ½ MORE
THAN THE 650 TISSUES YOU GET
FROM MOST OTHER BRANDS**

- It's true! The finest quality bathroom tissue you can buy is your best value too! ScotTissue's 1,000 sheets to a roll go further, last longer—you actually get ½ more tissues than the 650 sheets you get from most other brands. And ScotTissue's consistently high quality—its softness, its strength and absorbency make it the perfect choice for baby—ideal for the family too.



**3 Rolls of ScotTissue
equal 4½ Rolls of most other brands**

*ScotTissue, Reg. U.S. Pat. Off.



To men with tough beards

Barbasol is better for you, for your skin. Barbasol's special emulsion moistens wiry whiskers, softens and takes the "starch" out of 'em! Its body holds stubble so your razor can slick it off. Shaving's easier — results smoother!

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What's more, Barbasol has more "emollients" than any other shave cream. These softening, soothing agents assure you of close, painless shaves every time. NO BRUSH, NO LATHER, NO RUB-IN with Barbasol!

Get it today!



**... slicks whiskers off
... leaves natural skin lubricants on**

'TO SLEEP...' CONTINUED

lower the blood pressure and body temperature, paralyze respiration and cause death.

Alcohol is a similar kind of depressant. The "stimulation" that drinkers think they feel after their first few helpings of it is illusory; it is really the release of activity on their lower levels that is achieved when the alcohol depresses their higher control mechanisms, or inhibitors. Alcohol and the barbiturates are called synergistic, meaning that each adds to the effect of the other. Taken together in the explosive mixture that the juvenile delinquents call "Wild Geronimo," they can produce behavior as wild as marijuana. For this reason doctors ordinarily do not recommend that sleeping pills be taken on top of an evening of steady drinking—they consider that the alcohol is depressing enough on the nervous system.

It is their action in deadening inhibition that has won two of the barbiturates, Sodium Pentothal and Sodium Amytal, a measure of fame as short cuts in psychotherapy. These so-called "truth serums" were widely used on victims of the neuroses that went by the name of combat fatigue in World War II. In one or more interviews employing narcosis, psychiatrists could get at the bottom of conflicts that men could not possibly "talk out" in brief treatment in the fully conscious state. The Air Force used the drugs in hospitals to help determine when convalescent crews were mentally ready to return to duty. In expert hands, the technique of narcosis-by-barbiturate is simple. Instead of lying on the doctor's couch and trying to make conversation, the patient gets an injection that quickly blots out consciousness. Left alone, he would sleep an hour or more and wake up in the natural way. The doctor talks to him while he is still under the hypnotic influence of the drug, and by gentle suggestion gets him to "talk in his sleep." With his guardian inhibitors out of action, the patient may become voluble about long-forgotten happenings that terrorized him in childhood, or may sweat, cry, writhe and shout as he relives a wartime experience or reopens some other old mental wound. When he finally awakens or when the drug wears off, he may remember nothing of what he has spilled out. But by intelligent interpretation of material gained in this way, the doctor often can help him put the neurosis in its place.

'Red birds' and 'yellow jackets'

ONLY four of the big family of barbiturates—barbital, phenobarbital, pentobarbital and thiopental—have gained official status in the *U.S. Pharmacopoeia*, but many others are listed in the *National Formulary* and the A.M.A.'s *New and Nonofficial Remedies*. Nearly every pharmaceutical house has its own brands, sold in tablets, solutions or brightly-colored capsules, on which its "detail men" keep doctors informed. Probably the most popular successors to Veronal are Seconal ("red birds" to the bootleg trade) and Nembutal ("yellow jackets"). Of the two, Seconal works faster (in as little as 15 minutes) on most people, but does not last so long. Nembutal may take half an hour or more to induce sleep but lasts longer and so may produce more "hangover." Phenobarbital tablets, another big seller, act much like Nembutal, but take longer to start and act longer, in the 1½-grain sleep-producing dose. In half or quarter-grain doses the drugs are used for daytime sedation of jumpy nerves or butterflies in the stomach.

The differences in action make some barbiturates more effective than others against each of the two principal kinds of insomnia. Thus many doctors prescribe a capsule whose action is quick but brief, like Seconal, for insomniacs whose trouble is in *getting* to sleep, and a slower, longer-acting type like Nembutal for those whose trouble is in *staying* asleep.

For most people in either category a 1½-grain capsule of whichever type is prescribed, taken a little before bedtime, produces a feeling of relaxed well-being in which bed, Pullman berth or airplane seat gradually becomes as cushiony as a cloud. Then comes a dreamless sleep which leaves the sleeper feeling either refreshed or slightly doozy, depending on how long he spends at it. The capsule is readily absorbed from his intestinal tract, and its effect should wear off in six to eight hours. The barbituric acid content is destroyed by the liver, excreted by the kidneys, or both, but traces remain in the body for at least a day.

Taken in this way and under a doctor's advice, there is nothing horrible about a barbiturate. What can be horrible, and this is as true of laxatives as of sleeping pills, is continued self-medication, practiced without the doctor's knowledge and advice.

Every barbiturate prescription must bear the cautionary notice on the label: WARNING—MAY BE HABIT-FORMING. It is put there for good reason. Many people take a pill for two or three nights

CONTINUED ON PAGE 112

FOOD SPOTS

GREASE

DRINKS

even **CHOCOLATE**



all vanish from rugs

with this magic new **CLEANER!**

New . . . completely new!

Here is the miracle rug cleaner you've been hearing about . . . reading about...**GLAMORENE!**

Washes as it dry-cleans!

Glamorene[†] is an amazing non-wetting compound that's better than washing, better than dry cleaning . . . for virtually every kind of spot or complete rug cleaning. Glamorene's magic action dissolves grease and absorbs soil like blotting paper. Yet Glamorene is so safe, you can use it on your finest rugs and carpets.*

So easy! Fast! Economical!

Now you can do your rugs yourself . . . get them bright and clean in minutes . . . for as little as a penny a square foot!

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Safe on wool, wool blend, rayon and nylon rugs.

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Brush In—so easy with Glamorene's long-handled Rug Brush.

Vacuum Off spots and soils. Glamorene cannot clog or harm any type vacuum cleaner.

Glamorene's magic action removes: Mayonnaise, Beverages, Chocolate, Milk, Cooking Fats, Crayon, Tar, Grit, Chewing Gum, Wax, Shoe Polish, Animal Mishaps

Available at dept. stores; hardware, rug, and hosiery stores; and at neighborhood houseware counters. Handy size—\$1.29 . . . large economy size—\$3.79.

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9x12 rugs

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Leaves rugs bright, dry... Ready to walk on in minutes!

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so much to do...so many
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you'll never forget your
trip through the
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ROGUES' GALLERY of pills is kept at New York Medical Examiner's office, helps identify pills found near bodies. New kinds are constantly being added.

'TO SLEEP . . . ' CONTINUED

for a temporary disorder, then throw the rest of the prescription away. Others may take one or two a night for years without increasing the dose. As long as they do not step it up, most doctors would say they are in no great danger, even though they have built up a certain tolerance and might get equal results from a sugar pill, as long as they didn't know it was a sugar pill. They are simply using barbiturates as a crutch, or form of magic, and the main risk they take is in treating the symptom and neglecting the cause of whatever disturbance keeps them from sleeping in the first place. If this is bad, their doctors are as much to blame as anybody. But the doctor is in a difficult position: it often seems more practical, as well as easier, to prescribe sleeping pills instead of prescribing a different job, a less nerve-racking city, or a new wife.

There is another group that cannot take the pills or leave them alone. They acquire tolerance quickly, and along with it a compulsion to take steadily increasing doses. Psychiatrists say these people are sick to begin with, ready to plunge into barbiturates, narcotics, alcoholism or anything else that will shut out reality.

Still other people have an idiosyncrasy, or allergy, to the drugs and may become dizzy and feverish or get serious skin reactions from them. For them, and for people with liver trouble who cannot metabolize the barbiturates, sleeping pills must remain off the list. Whether the drugs are bound to be toxic to anybody, with really long-continued use, is still an unsettled question. Habitual, evidently unharmed consumers to the contrary, barbiturates have been blamed for isolated cases of anemia, stomach trouble, kidney, liver, brain and nervous ailments.

Even when it comes to fatal doses there are great individual differences. It takes a bigger dose, for example, to kill the person who has built up a tolerance than one who is unused to the pills. In their standard textbook, *The Pharmacological Basis of Therapeutics*, Drs. Louis Goodman and Alfred Gilman say: "When over 15 times the ordinary hypnotic dose has been absorbed, it usually will prove extremely difficult to save the patient's life." And five to ten times the ordinary dose will cause severe poisoning. The fatal dose may take days to complete its work. But sometimes it takes only a few minutes for a big load of barbiturate to reach the brain and stop respiration. Actor Robert Walker, given a Sodium Amytal injection by his doctor for a case of nerves, died within two hours from a sudden, unexpected respiratory failure.

CONTINUED ON PAGE 113



Work decorating wonders with Cannon Combspun* Percales! (—and for so little, too!)



Sew sunshine into your bedroom by making your canopy, dust ruffle, draperies, cushion cover and slip covers with Cannon's "Moonlight Yellow" Percales. So easy—such fun—and you'll be so proud of your handiwork!



Luxury that lasts! For sleeping, Cannon Combspun Percales are satin-soft... luxuriously beautiful—and long-wearing. "Combspun" means just that—long-lasting—because the cotton is combed till only the *longest, strongest* fibers remain!



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Thrifty! These smooth-sleeping beauties cost only a few pennies more than heavy-duty muslin—*actually outlast them!* And for decorating—Cannon Combspun Percale Sheets cost much less than comparable fabric by the yard!



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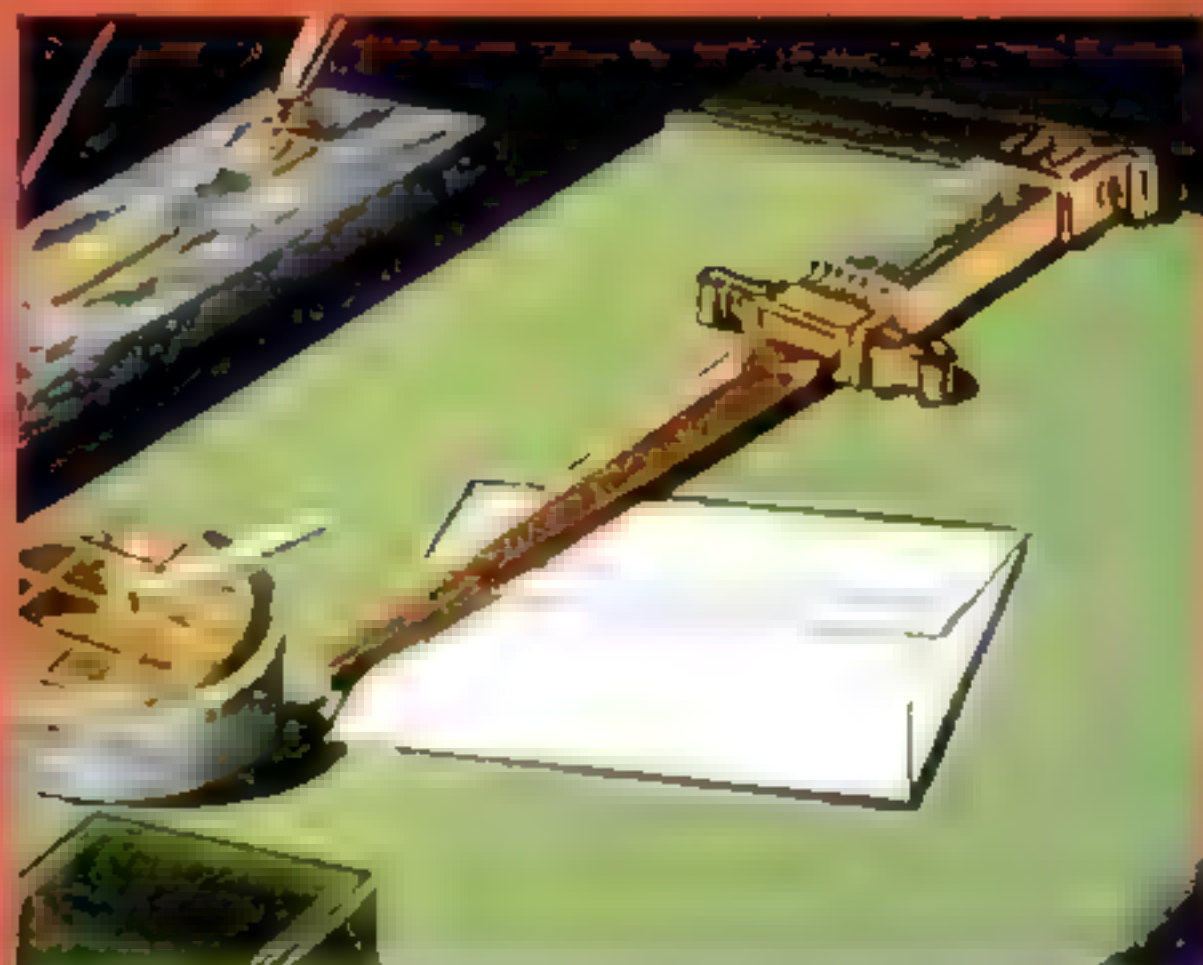
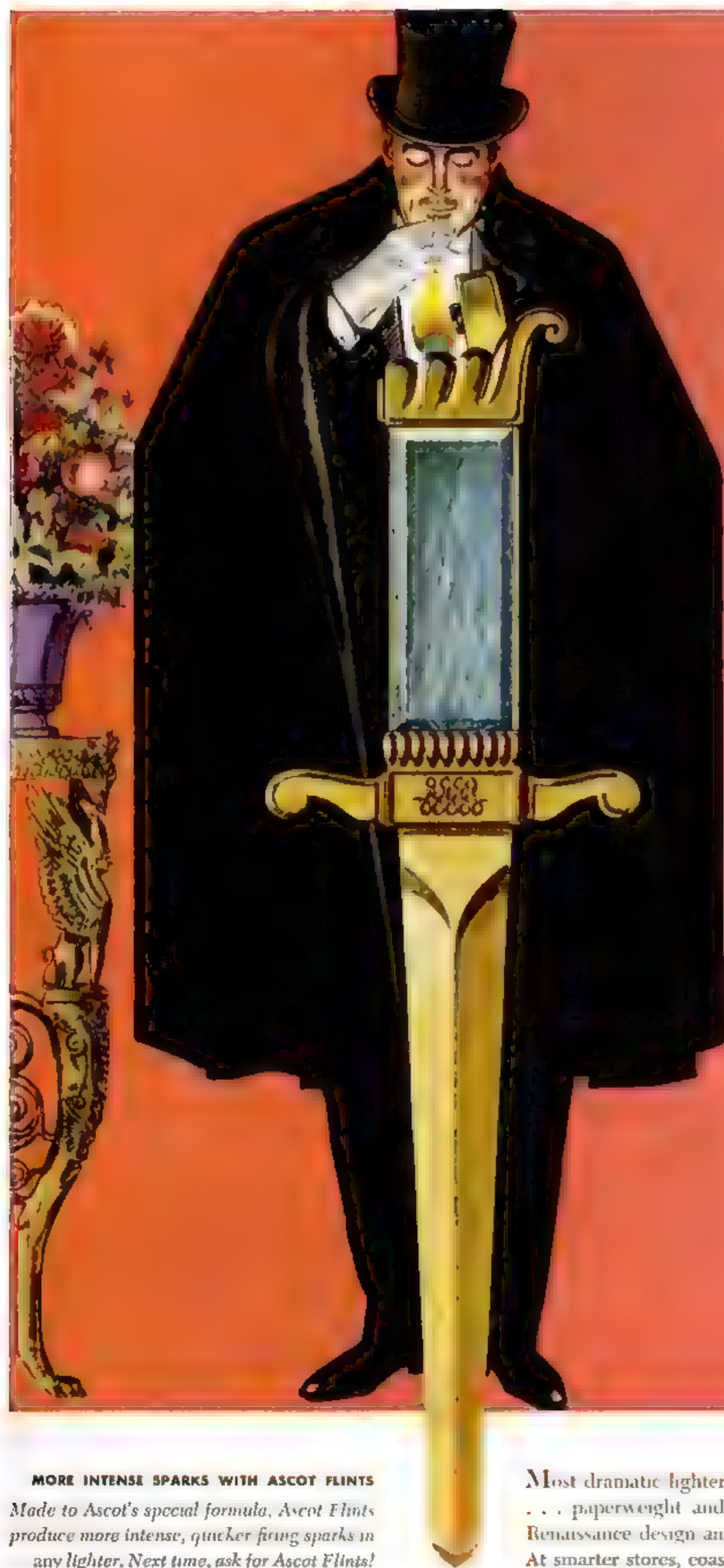
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Most dramatic lighter of the year — the Florentine Dagger by Ascot. Lighter . . . letter opener . . . paperweight and distinguished desk ornament all in one — the Florentine's distinctive Renaissance design and authentic detail make it a lighter to be prized, a gift to be treasured. At smarter stores, coast-to-coast. *Mfrs. Tax Incl. Other models from \$6.95 to \$4.00.00



TINY HEADQUARTERS serves corporation marketing "nonhabit-forming sedative" called Nu-Pax, sold without prescription in more than 10 states.

'TO SLEEP...' CONTINUED

For years the accepted medical view was that if you did get the sleeping-pill habit "in moderation," it was only a psychological habit anyway, like smoking, and could be broken with no more serious withdrawal symptoms than you would get from cutting out tobacco. This appears to be true enough in cases of real moderation, that is, of small doses. But since the war Dr. Harris Isbell, chief of research at the federal narcotic hospital in Lexington, Ky., has reported startling new evidence on the question of habituation and addiction.

After studying German reports indicating that barbiturates might be addicting, Dr. Isbell found there was a "cross-tolerance" in some of his patients between the barbiturates and the narcotic drugs. It seemed that in a pinch, sleeping pills helped satisfy the craving of drug addicts. Isbell put a group of volunteers—morphine addicts who had taken the cure—on massive, intoxicating doses of barbiturates for 92 to 144 days. Then, abruptly, he withdrew the drugs. In the next few days his five subjects suffered tremors, anxiety, insomnia, and developed convulsions or psychoses. One man finally had to be put back on the drugs for a tapering-off period.

"The barbiturates," Dr. Isbell concludes, "are addiction-forming in every sense of the word Despite statements to the contrary in standard textbooks . . . the manifestations of chronic barbiturate intoxication are, in most ways, much more serious than those of addiction to morphine . . . and withdrawal of morphine is much less dangerous than is withdrawal of barbiturates."

The World Health Organization has spread the word of Dr. Isbell's findings among its member nations, and future medical texts will take note of them. But their significance is not as clear-cut as it might be. So far, there are no case histories showing that withdrawal of *normal* doses of barbiturates (one or two a night) from *normal* subjects (people with no history of narcotic addiction) will bring on the violent symptoms Isbell observed. But because both "psychic dependence" on a drug and physical craving for it are considered undesirable, the search for an ideal sedative goes on. From time to time new drugs come on the market with more or less refined fanfare. An example is Nu-Pax, a new over-the-counter sedative whose makers have been laying down a test advertising barrage on the East Coast. Nu-Pax is compounded of passion flower and two other substances and contains "no bromides, no barbiturates, no opiates," but whether it contains anything else of value is something the federal Food and Drug Administration still has to determine. Recently the F.D.A. seized a shipment of Nu-Pax in Connecticut and filed charges of misbranding against the goods. This case is still to be tried.

The market for sleeping potions is not yet saturated. Can it be shrunk by law? Is it possible or desirable to make the pills so hard to get that no more people will abuse them than misuse marijuana or cocaine? Most authorities think not. "As a general rule," says Dr. R. T. Stormont, secretary of the A.M.A.'s council on pharmacy and chemistry, "only psychopathic individuals are apt to become chronic users of . . . excessive quantities. . . . These are the same individuals who make up the vast bulk of chronic alcoholics. They are seeking a means of escape from the realities of life. If a

CONTINUED ON PAGE 117

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A better buy any way you figure it! Exide ULTRA START gives you improved battery performance . . . longer battery life . . . greater battery value . . . more for your money. Here's why:

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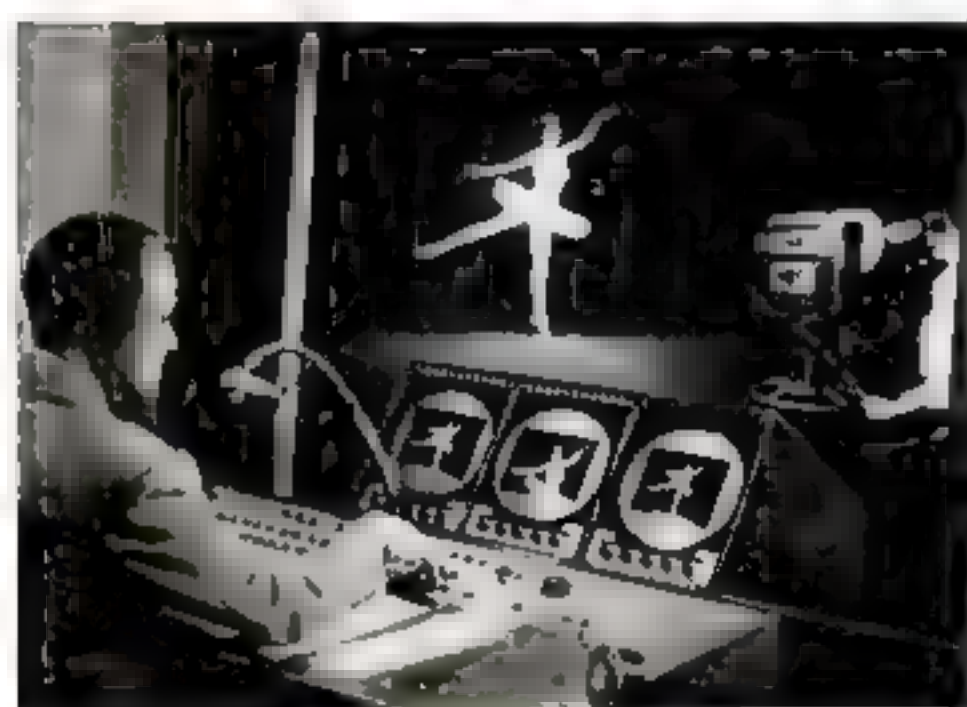
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*Now better than ever
with the exclusive "Magic Monitor" circuit system*

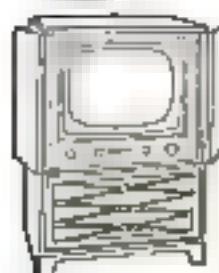


In the television studio, engineers "monitor" every program to make sure you see the pictures at their best. In all new RCA Victor televisions, the same job is done automatically by the "Magic Monitor" circuit system.



The 21-inch Lambert. Finished in mahogany, walnut; blond slightly higher. Model 21T208, \$279.95. Ensemble with matching console base, 21T208EN, \$299.95.

See the RCA Victor Show starring Dennis Day over NBC Television, Friday, 8:00 p.m., EST.



The 21-inch Lindale. Contemporary styling, fine-grained wood cabinet in mahogany or walnut finish (blond slightly higher). 21T227, \$389.50.

For the ultimate in TV performance, see RCA Victor Television Deluxe.

Prices include Federal Tax and a full year warranty on picture tube. Subject to change without notice. Slightly higher in far West and South.

Here's why these newest RCA Victor models are setting new records for TV sales:

1. Sensational picture quality. RCA Victor's exclusive circuit system, the "Magic Monitor," automatically controls picture quality. Here's what it does—

- Screens out static—automatically. Filters interferences from airplanes, autos, electrical appliances.
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2. Sensational tone, too, from the perfectly balanced "Golden Throat" tone system.

3. Superior cabinetry—authentically styled Period, Modern, Contemporary and Provincial. Choice of finishes.

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5. Triple testing—In the factory, in the field, and in tens of thousands of families where the RCA Service Company gathers actual "in use" data.

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drug which provides the desired relief from their unhappy mental condition is withdrawn or made unavailable to them, they are quickly apt to substitute another. Even if their last resort, alcohol, were to be made unavailable through an effective prohibition law, the fundamental problem would remain. You cannot legislate against a mental disease which is the underlying cause of the drug problems."

You can, nevertheless, legislate against those who exploit both the disease and the drugs. Besides federal laws restricting sleeping pills to prescription sales, there are barbiturate laws in all but one state, Wyoming, controlling over-the-counter sales. Occasionally druggists are arrested for selling vast quantities without prescriptions, but there is no law under which doctors can be arrested for prescribing vast quantities (500 or 1,000 capsules at a clip) to save patients the trouble of getting refills. Many authorities now favor a federal law to prohibit illegal possession of barbiturates, to help close the loophole of underground sales. For the vast majority of people the laws of common sense will continue to operate, dictating that it is right to take a sleeping pill when the doctor says you need one, and wrong to take one when you don't.

The pep pills

LIKE the hypnotics, the stimulants of the central nervous system, many of which stimulate the heart as well, have been around at least as long as civilization has. They have had to be, for the depressants and stimulants are often the best antidotes for each other. The most ancient energizers are still in medical use: caffeine comes from coffee, tea, maté and kola, strychnine from the *Strychnos nux vomica* tree in India. Ephedrine was first isolated in the Chinese herb *Ma Huang*, respected for 5,000 years, and picrotoxin comes from an East Indian shrub whose bruised berries, cast in the water by natives, made the fish that gobbled them rise tamely to be caught. One of the most potent stimulants of all, epinephrine, or adrenaline, is produced within the body itself, but humanity has never been content to rely upon it alone.

Such synthetic stimulants as desoxy-ephedrine were produced more than 30 years ago. But the energy-pill business did not get off the ground until 1933 after Dr. Gordon Alles, a University of California researcher, discovered startling uses for a drug called amphetamine. He had been looking for a new ingredient for nose drops, but one day his preparation, administered to anesthetized dogs, woke them up. Amphetamine, the drug that would not let sleeping dogs lie, opened a bright new field of therapeutics, and under the trade name of Benzedrine it soon made news.

A compound of carbon, hydrogen and nitrogen, Benzedrine was a "sympathomimetic amine," an imitator of the effects of certain sympathetic nerve impulses, and in addition had a primary action on the cortex of the brain. It erased fatigue, giving tired people a second wind of energy. It revived sufferers from barbiturate poisoning, helped stop uncontrolled sleeping among narcoleptics and uncontrolled eating among the obese. It was practically a specific for hangovers. Fishermen discovered it would pep up sluggish worms, and certain horse trainers found it would speed up sluggish nags. Psychologically it turned mild depressions into euphoria, the sensation of well-being, and under its stimulus a Caspar Milquetoast could become, for a few hours, as confident and persuasive as a Dale Carnegie. The lethal dose of the drug was so high as to be almost theoretical, although muddling doses sometimes raised blood pressure and caused a pounding of the heart. Consequently in World War II the Allies used liberal amounts of Benzedrine (while the Nazis were using liberal amounts of Pervitin, a similar drug) to give boosts of energy to attacking troops. There were times when a pill saved the cost of a bomber and the lives of the men aboard, for by taking Benzedrine a pilot could stave off exhaustion long enough to get safely home from a long mission.

Naturally, anything that good was bound to be abused. Mexican farmhands went Dr. Alles one better, and discovered that the impregnated paper fillers of Benzedrine inhalers were good for spiking beer. When teen-agers began capitalizing on the discovery, the manufacturers took the inhalers off the market and changed the formula. Among prison populations bootlegged "Benny" tablets became a prized antidote for tedium. There was a fad among sensation-seekers of taking sleeping pills and pep pills together—a dosage known as "a bolt and a jolt." In the arts, sciences and professions—including even medicine—certain people who knew better put their nervous systems on a teeter-totter regimen. They took barbiturates to go to sleep, Benzedrine to wake up, and alcohol for good measure, proving at the cost of disastrous breakdowns that it was possible to burn the candle at both ends and in the middle too.

CONTINUED ON NEXT PAGE

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Martinis*

*So smooth
it leaves you
BREATHLESS!*

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SMIRNOFF VODKA has graced the Royal tables in Europe's gayest capitals... the vodka beyond compare since 1818.

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best lotion for busy hands

COMPARE  *Quality and Price*

Then... you'll know why the precision-built **Monarch**, with its exclusive features, is the preferred Sewing Machine of smart home makers. So easy to use — so easy to own. Try it today and prove it to yourself.

Monarch
ELECTRIC SEWING MACHINE

**Lifetime
GUARANTEE**

Available in three exclusive models... for portable and console.

Exclusively Sold and Serviced by
ACME-ATLAS-VIM STORES

Be Sure—Look for the Reg. MONARCH Trade Mark.

National Distributors: Morse Sewing Machine & Supply Corp., N. Y. C.

'TO SLEEP...' CONTINUED

Since the war dextro-amphetamine, a variant of the original synthetic, has been introduced as a better stimulant. The best-known brand is Dexedrine, descendant of Benzedrine. Its effect on the central nervous system is almost twice as great, while its side effects on the heart and other functions remain the same, so that it can be given in smaller doses (usually 5-milligrams) with better results.

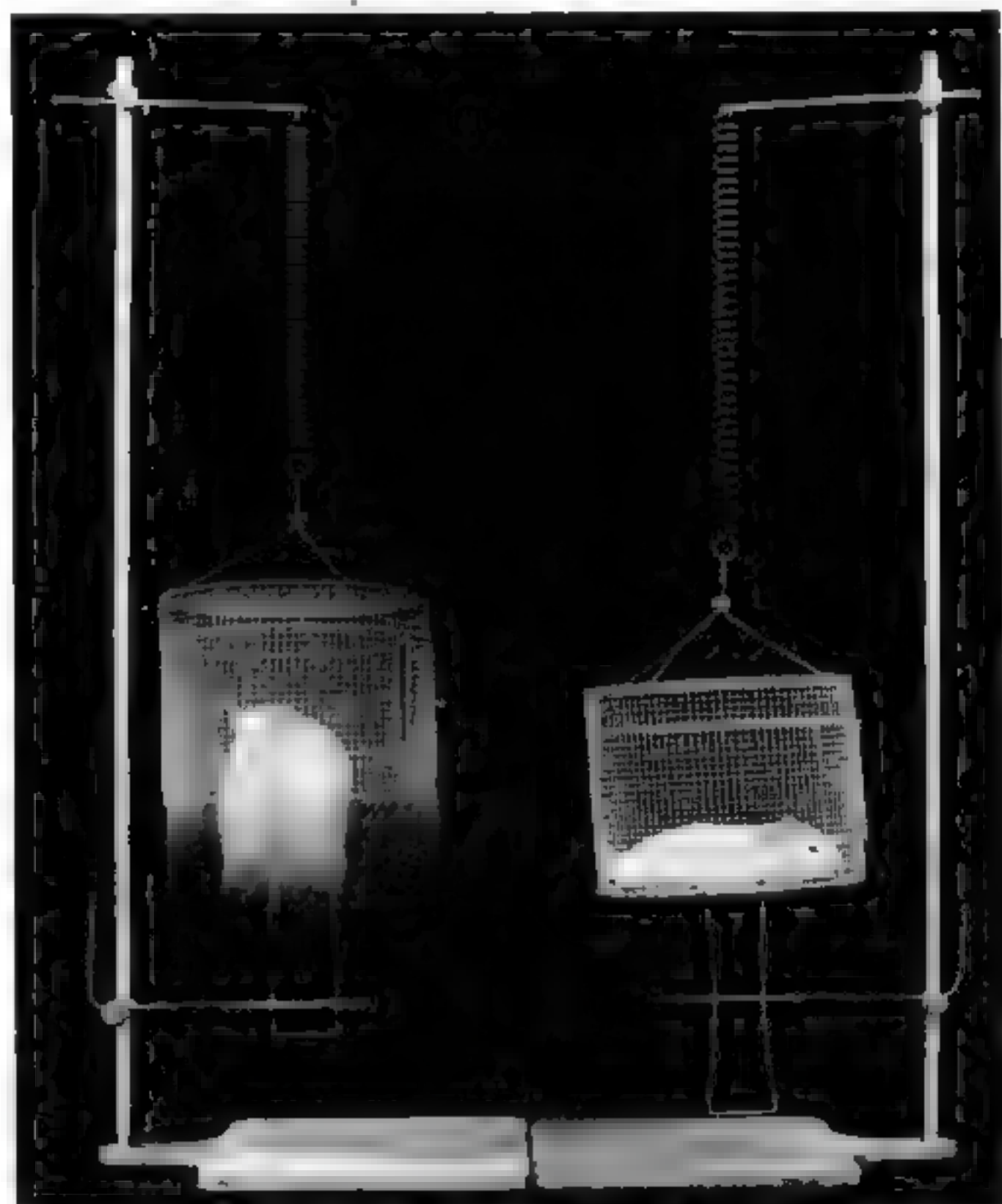
Being relatively nontoxic, the stimulants come close to being miracle drugs, except for one great danger. Taken to ward off fatigue, they enable people to push themselves beyond their ordinary limits of strength. This, done to excess, is like flogging a tired horse, and the body inexorably will exact a price for the borrowed energy. The price may be a let-down when the pill wears off (four to six hours), or a temporary collapse, or permanent damage to the heart. This is why doctors are reluctant to prescribe stimulants for patients who merely have that tired feeling. They reason that rest is the safer prescription.

The sleeping pills and awakening pills are so antagonistic that it would seem foolhardy to the layman to combine them. Yet their antagonism is not complete. They have a common tendency, in their respective ways, to improve one's mood. Several years ago clinical tests showed that in certain combinations their depressing and stimulating actions canceled out, while the mood-lifting action was retained.

The experiments led to the introduction, several years ago, of a hybrid drug that may rival both its parents if it stands the test of time. One brand of the hybrid was called Dexamyl, which combined Dexedrine and Amytal and bore this pleasant promise: "Indications: to ameliorate mood... to relieve inner tensions in the many patients who suffer from mental and emotional distress."

Talking the other day about the epidemic inner tensions, resulting from anxiety, that drive people to take sleeping pills, a leading New York psychiatrist remarked cheerfully, "Look at the Black Death of the 14th Century. Not everyone died. Those of us today who are most susceptible to the plague of anxiety will succumb, and the rest will get along."

Until the survivors rebuild the world, or redesign the central nervous system, they are unlikely to get along without pills. The harmless-looking little things may be as hazardous as the automobile and the electric-light socket, but for every one of us they kill, they may help more of us to survive.



RESEARCH GOES ON as drug companies try to find perfect pill. Here comparative effects of barbiturates and stimulants are tested on guinea pigs in laboratories of Smith, Kline and French. Bouncing pig at left was given a stimulant, drowsy pig at right a sleeping pill. By measuring motion of the spring-suspended cages, doctors can make an accurate graph of effects of pills.



HURRY, HURRY!
BIG BARGAIN ONLY **25¢** *

Beautiful BALL POINT PEN

Everybody needs a pen. Why pay more when you can get this high-quality pen for only 25¢. The EVERLAST PEN ink supply is long lasting, and refilled by a cartridge. Cap looks like gold.



*With the wrapper from a carton of any 3 Westinghouse Light Bulbs, Mail 25¢ and a carton wrapper for each pen to Dept. A3, Box 881, Brooklyn 1, N.Y. Supply is limited, so send for yours today.

58¢ a month! 13¢ a week! Less than 2¢ a night!

Any way you figure it, Beautyrest gives you most for your mattress money!

Here's how it works out:

The ten-year guarantee on Beautyrest® brings the price down to less than 2¢ a night. That's about 13¢ a week, or about 58¢ a month. That's only part of it. Beautyrest usually far outlives its guarantee. Many people tell us their Beautyrest mattresses are still superbly comfortable after twenty years and more!

Imagine yourself enjoying the blissful comfort, the better rest of famous Beautyrest—the thriftiest mattress you can buy! Get your Beautyrest today.

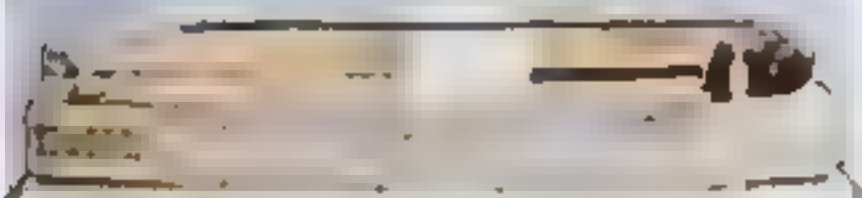
Now—a choice of firmness

Choose the famous Normal-Firm model, or the new Extra-Firm model. Either way, you get the best because, either way, you get Beautyrest. \$69.50 each. Matching box spring also \$69.50. King Size Beautyrest, 80" long, \$79.50.

"ORDINARY" MATTRESS



BEAUTYREST MATTRESS



Even your spine is straight on a Beautyrest. (Top picture): black tape has been pasted along the spine of the girl on the "ordinary" mattress. Note how tape curves, proving spine is in uncomfortable, "hammocky" position. (Bottom picture): black tape has been pasted along spine of same girl on Beautyrest. Tape is level, proving spine is resting in posture-right comfort.

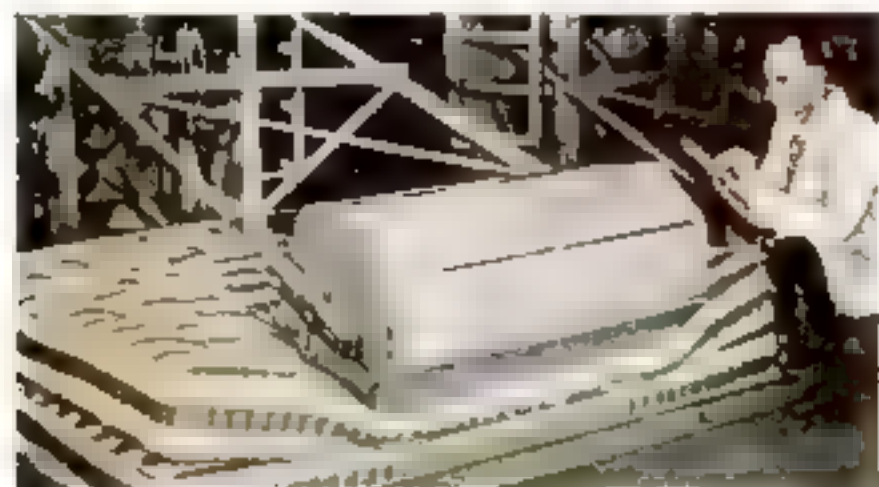
"ORDINARY" MATTRESS



BEAUTYREST MATTRESS



Sag-proof. In "ordinary" mattress, springs are wired together. Press down on one spring, near-by springs sag. Not so on Beautyrest. Each of 837 coils is independent—not tied together! Glass won't tip even when near-by spring is pushed down. Sag-proof!



Beautyrest lasts longer: At the United States Testing Co., Beautyrest took 740,744 more poundings from "Torture Tester" machine—lasted more than twice as long as any other mattress tested.



Get your Beautyrest on a Hide-A-Bed®. Yes, Simmons also makes Hide-A-Bed—your beautiful, comfortable sofa by day and cozy, comfortable "extra bedroom" by night. And regular-bed comfort on Hide-A-Bed, thanks to a sturdy Simmons innerspring mattress—famous Beautyrest if you choose.

• • •

22-year-old Beautyrest still comfortable. Mrs. John D. Sheehy of Memphis, Tenn., writes, "My Beautyrest is 22 years old. It's had more than normal use—for my mother has been bedridden on it for almost two years. And it's still comfortable!"

Only SIMMONS makes

Beautyrest

NORMAL-FIRM
("Standard")



EXTRA-FIRM

*Trade-mark Reg. U. S. Patent Office. Copyright 1952 by Simmons Co., Dept. Matt., Chicago, Ill.



A CREWMAN, 40 FEET AWAY, LOOKS DOWN THE BARREL AND OUT THE GAPING MUZZLE OF THE NEW CANNON WHICH WILL FIRE THE ARMY'S ATOMIC SHELL

ATOMIC CANNON

Army has first public showing of its revolutionary artillery

An awesome artillery piece, the atomic cannon, was unveiled for the first time last week at the Army's Aberdeen Proving Ground. The cannon's cavernous barrel (*above*) has hurled 11-inch projectiles almost 20 miles with close to pin-point accuracy. Probably only ordinary shells have been used so far, but the gun can fire an atomic missile with equal precision.

For ready transport, the atomic cannon is

suspended between a pair of 375-hp engine crabs which can carry it along a highway at 35 miles an hour, execute right-angle turns and even travel cross country. Once in the field the gun can be set up and readied for firing in 15 minutes. Because the gun is equally efficient in fair weather or foul, the Army considers that it has a weapon which can deliver an atomic blast when tactical planes might be grounded.

ELECTRIC SHAVERS!—New pre-shave lotion softens beard, improves razor performance

Thousands of men have proved that Letric Shave—the amazing *before-shave* conditioner—gives closer, faster, more comfortable shaves with every make and type of electric shaver.

Prove to yourself. Just apply cool, refreshing Letric Shave to your face—then plug in your razor and shave! Note how Letric Shave improves your razor's performance—speeds up shaving, cuts down drag and discomfort.

To get top-notch performance, prepare your face with this remarkable 3-way "setting-up" action of Letric Shave.

1. It dries off sticky, razor-clogging perspiration.
2. It lubricates the skin for faster, more comfortable shaving.
3. It softens your beard for closer, better-looking shaves.

Get a bottle today! It's available at your nearest toilet-goods counter—and only 49 cents—enough for 80 shaves.

Now no 20% Federal tax!

Never have you been able to buy Letric Shave for less! This is because this before-shave beard conditioner is considered a *necessity*—not a luxury—for men who use electric shavers. Yes, you get more than two months of the best daily shaves you've ever had for only 49¢ . . . and no Federal tax. Buy a bottle of Letric Shave today!



Happy Shaving! Thousands of Letric Shave users are already getting faster, finer shaves than they ever thought possible. Try it yourself and see why they smile!

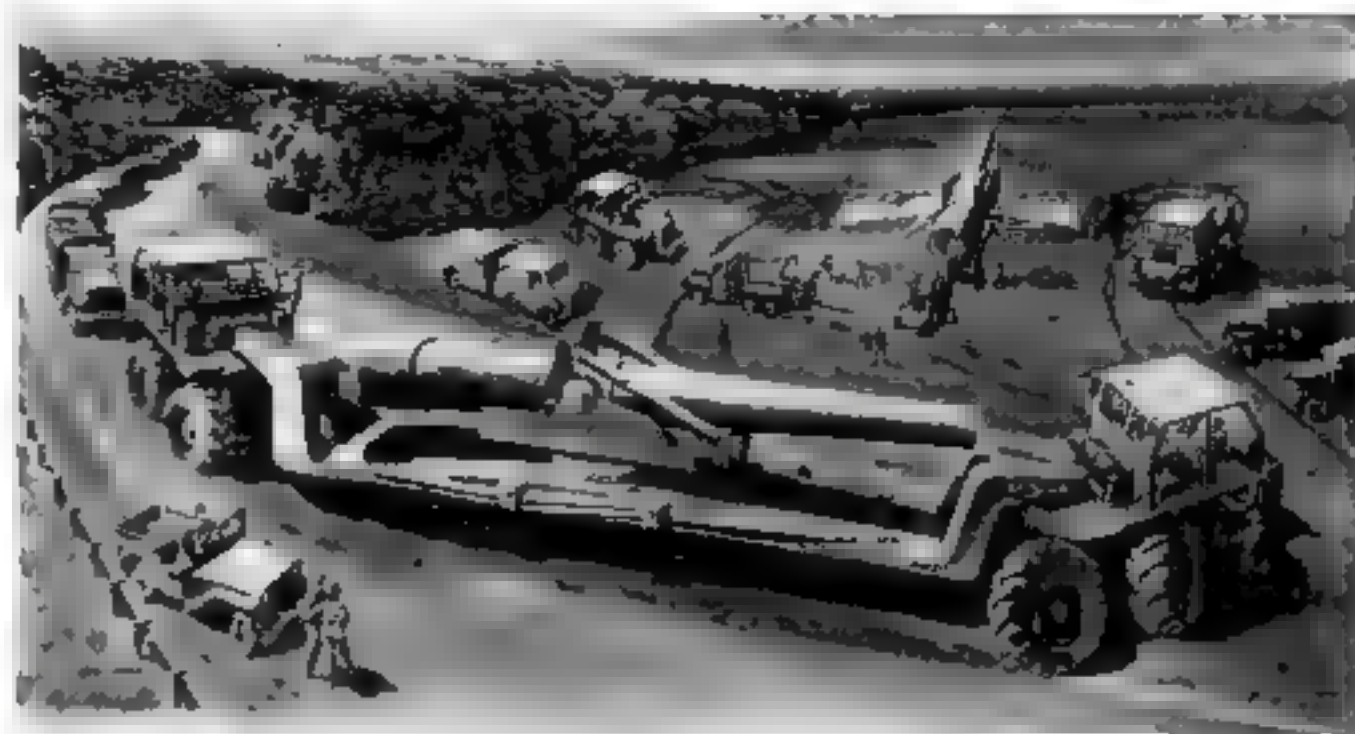
FREE!

Use Letric Shave with any make of shaver.

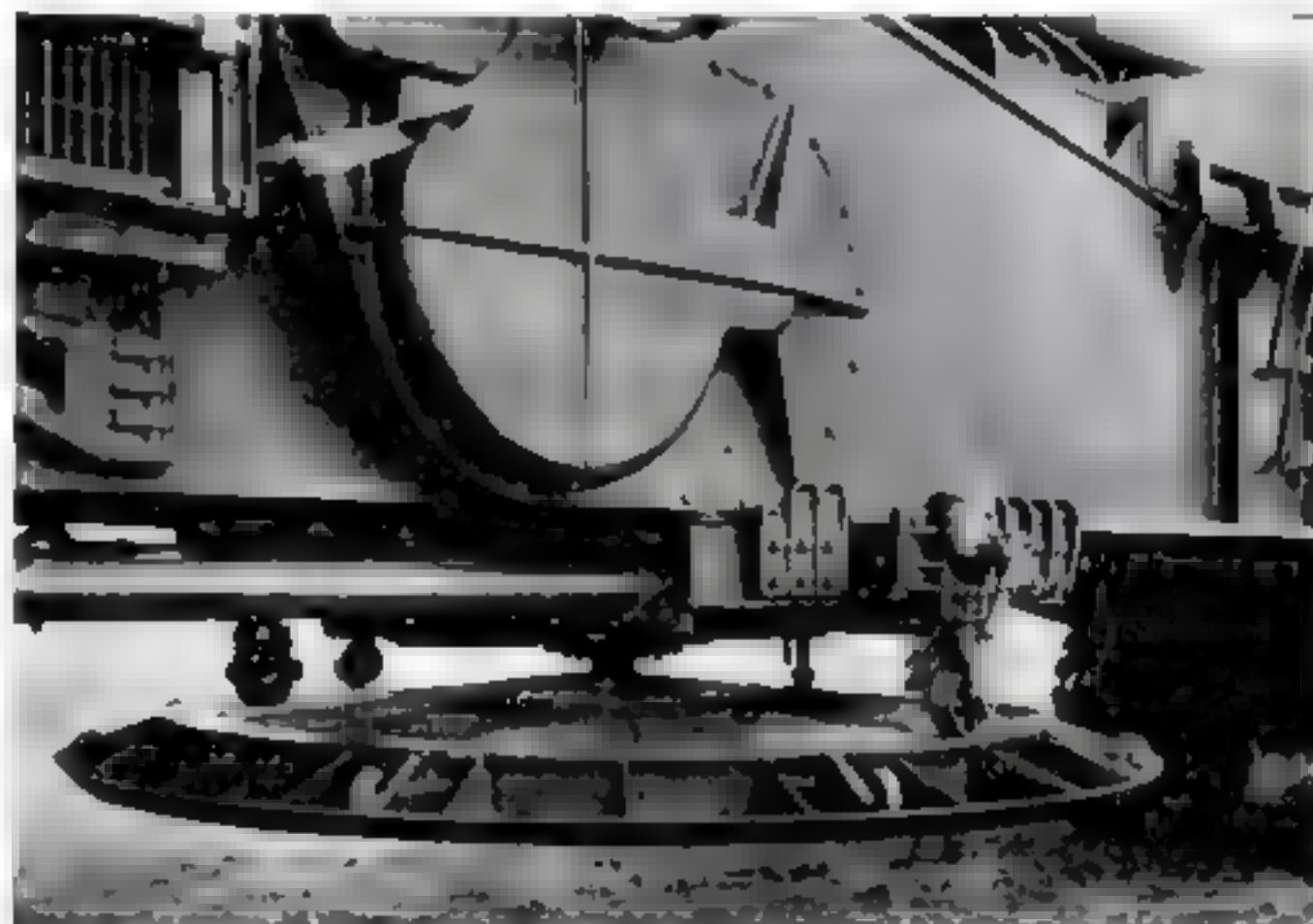
We'll send you a generous sample bottle—enough for a full month of shaving—*absolutely free*. Send name and address to: The J. B. Williams Company, Dept. LL-5, Glastonbury, Conn.



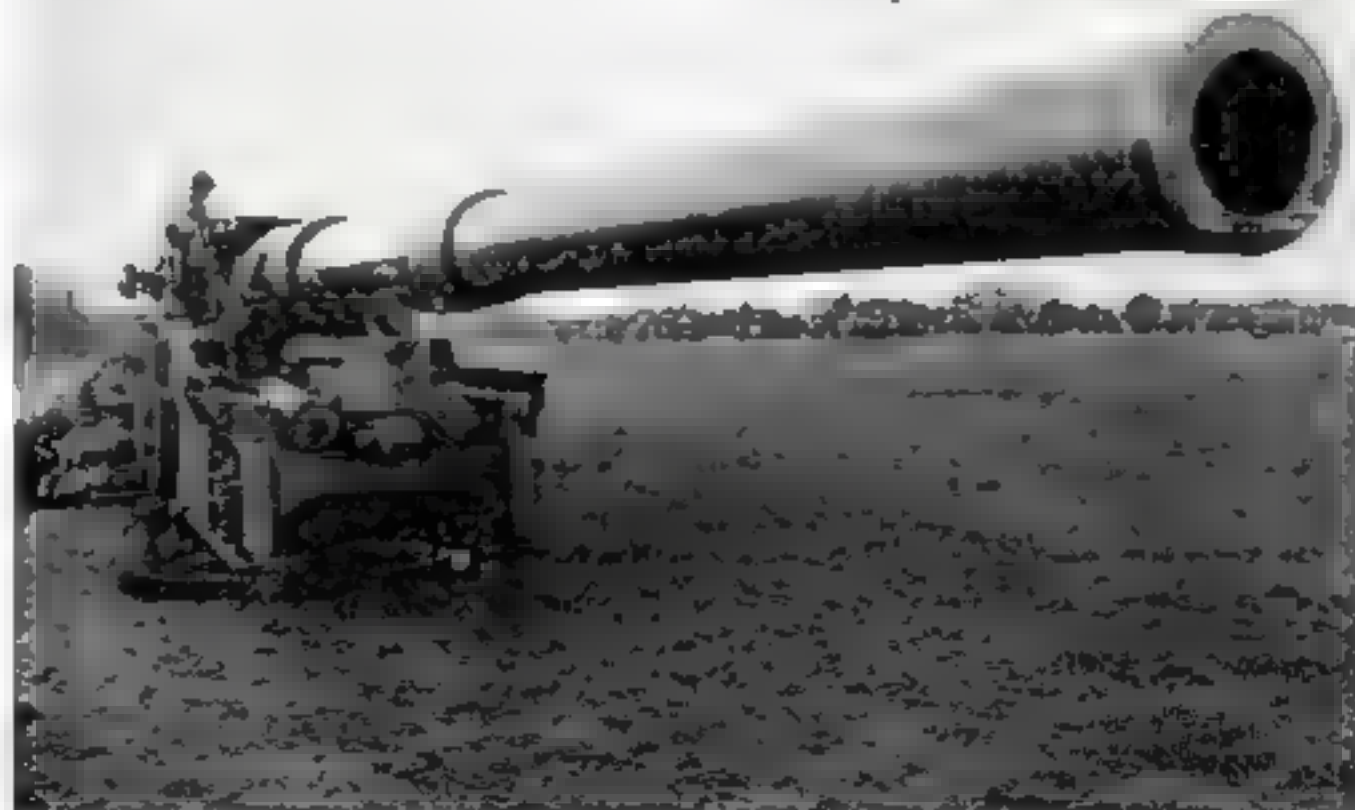
Atomic Cannon CONTINUED



LIFE'S DRAWING OF CANNON (top) appeared in April 14 issue, was based on ordnance principles and information released by the Atomic Energy Commission. Actual gun proved similar in design and specified performance.



TURNTABLE below gun mount forms platform on which gun rotates after being lowered from the engine cabs. Gun rests on steel ball and adjustable rollers which can be raised or lowered to keep gun level on uneven terrain.




POINTING GUN requires six men. Five push it around on its turntable while the sixth, seated near breech, twirls the wheel which elevates muzzle. The gun's long barrel is drawn back halfway along its mount for transport.

THE GREATEST FORMAL SHOW ON EARTH

exclusive with

After Six
BY RUDOFER



Finest men's stores are showing this star-studded cast of new AFTER SIX formals featuring the famous "Tony Martin" tuxedo . . . the "Embassy" double breasted tuxedo, "Ivy League" collegiate tux, and many others . . . first in style, comfort and value!

WRITE FOR FREE DRESS CHART AND NAME OF NEAREST DEALER • S. RUDOFER'S SONS, INC., PHILA. 3, PA.

De Luxe:
specially
elegant . . .
uncommon.

WEBSTER



*Walker's De Luxe is a straight Bourbon whiskey,
elegant in taste, uncommonly good — a Hiram Walker whiskey.*

90 4 Proof

Hiram Walker & Sons Inc., Peoria, Ill.



SURVEYS PROVE MARINES PREFER KIWEE 38 to 1

• Covers Scuff Marks! • Gives Shoes Richer Color!

Nobody knows a quality shoe shine better than a Marine! And in independent surveys Marines preferred KIWEE 38 to 1 over the second brand. Try KIWEE yourself and see why!

Ask any Serviceman... Soldier, Sailor, Marine

KIWEE SHOE POLISH
(Kee-Wee)

• BLACK • TAN
• BROWN • BLUE
• DARK TAN
• MID-TAN • OXBLOOD
• MAHOGANY • CORDOVAN • NEUTRAL



What was it that Empress Josephine wore to bed and the Prince of Wales wore to the United States? (No hints from the audience, please!) It's flannel. And it was the almost exclusive property of the Welsh peasants until her aforementioned majesty hit upon it as a solution for drafty castle chambers. Actually, it was not made up as a

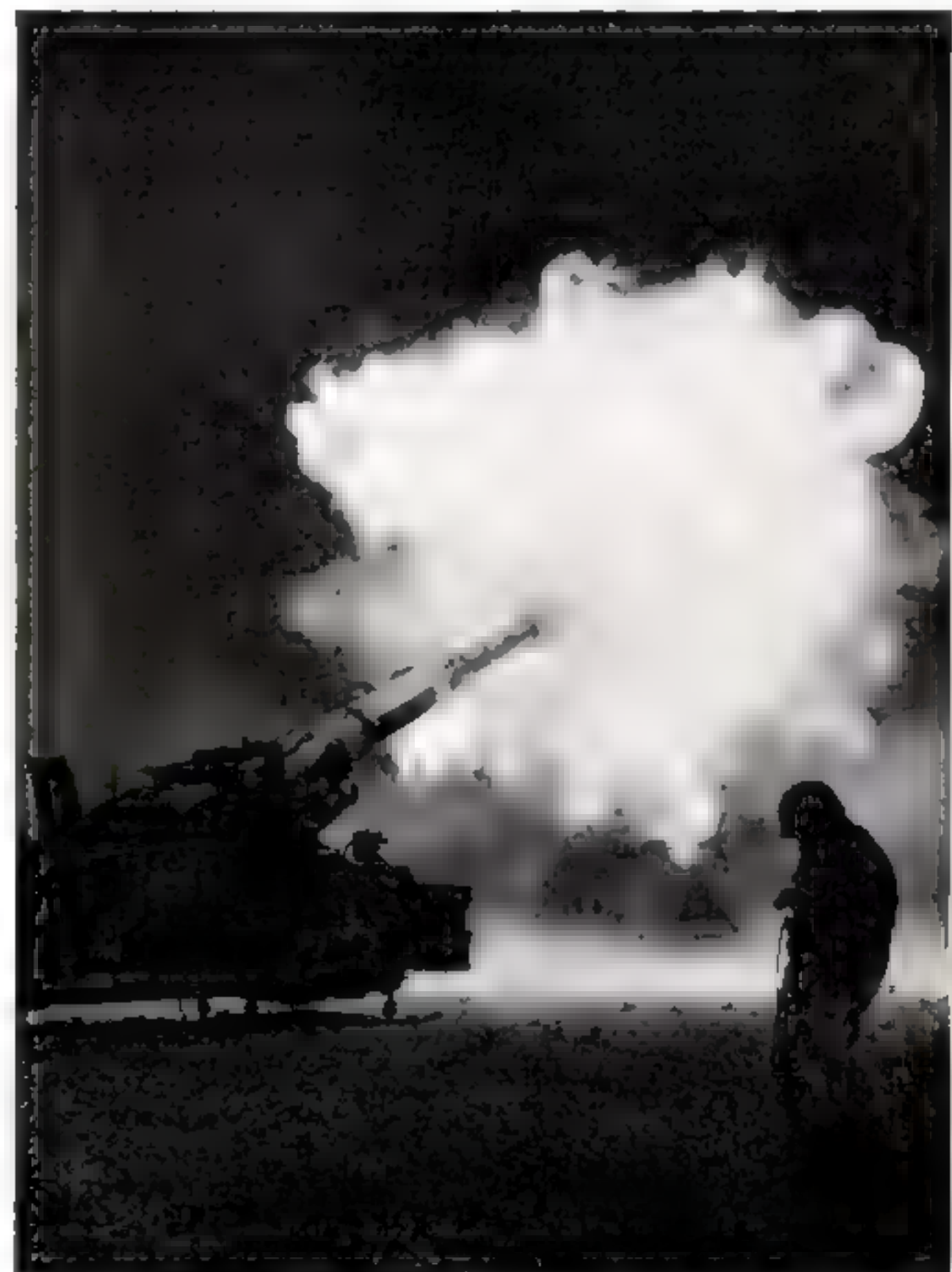
suit until 1860 when the future Edward VII—then Prince of Wales—wore one on a trip to America.

With royal patronage the position of flannel was secure. It has grown in popularity ever since. It has improved in quality, too. Take the Eton flannel, for example. (You'll see a suit of this fine fabric in the Hart Schaffner and Marx advertisement elsewhere in this magazine.) It is softer than any flannel used to be. But at the same time, the yarn has been given a little tighter twist. Not much of a change, really. But it makes a world of difference in the strength of the cloth, in its ability to resist wear. It's the sort of thing you'd expect in a suit that was made by Hart Schaffner and Marx.

©1952 Hart Schaffner & Marx



LOADING the cannon, a shell is pushed into breech by a hydraulic power rammer. The projectile shown here is an ordinary steel missile used for test.



FIRING the cannon produces a shaft of flame and a cloud of smoke 50 feet across. Gun's atomic shells would have a similar kind of propelling charge.

REXALL

1¢

SALE

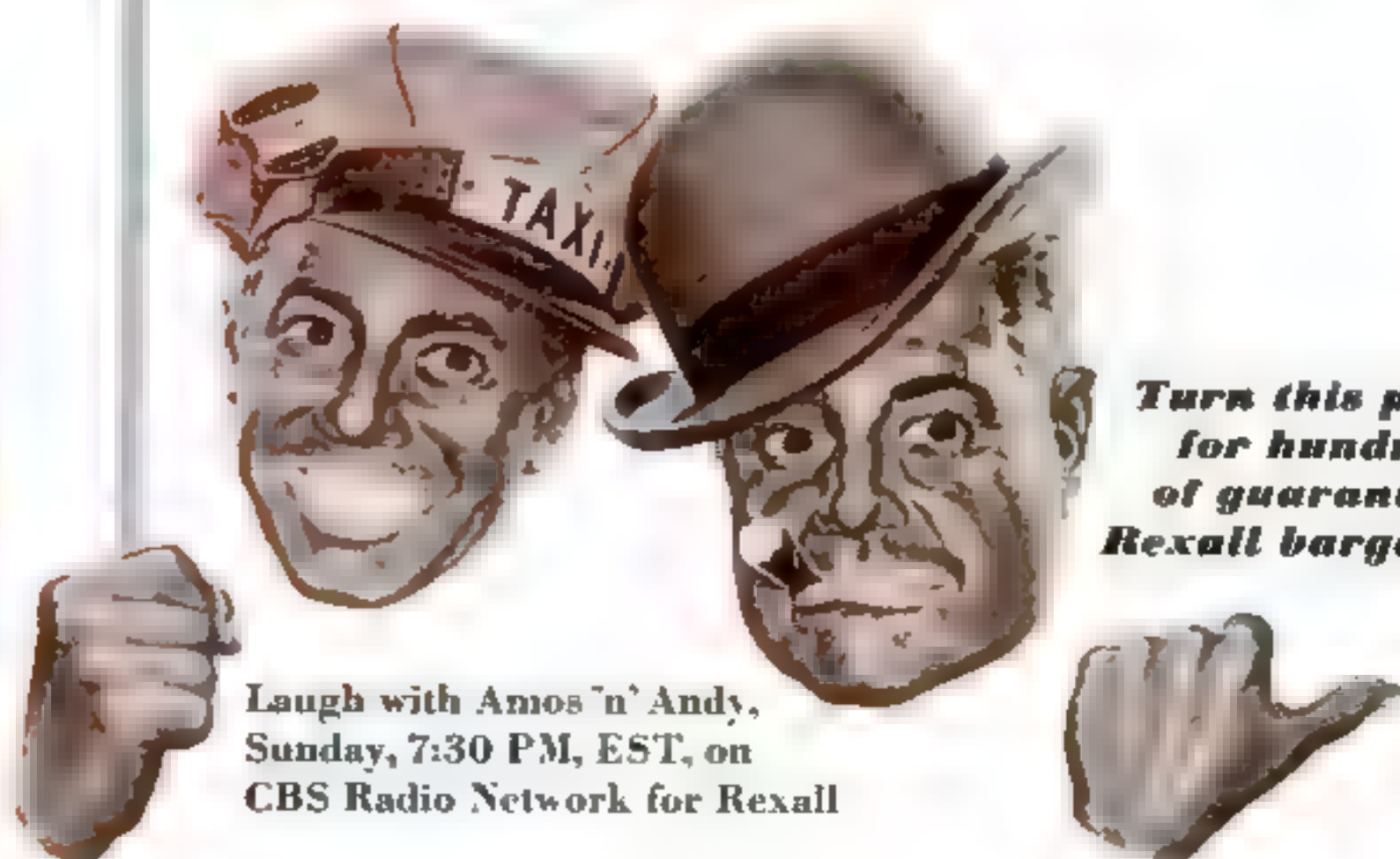
SALE DAYS

Wednesday - Oct. 15

Thursday - Oct. 16

Friday - Oct. 17

Saturdays - Oct. 18



*Turn this page
for hundreds
of guaranteed
Rexall bargains*

Laugh with Amos 'n' Andy,
Sunday, 7:30 PM, EST, on
CBS Radio Network for Rexall

Two For One... **1** \$ Plus a Penny!

REXALL SALE

At Rexall Drug Stores Everywhere!



Garden Spice
Stick Cologne
No waste - can't spill
Reg. \$1.00
2 for \$1.01



Lavender Mentholated
Shave Cream
3 1/2 Oz. Brushless
or 3 1/2 Oz. Lather
Reg. 59c Tube
2 for 60c



Lavender
Bath Powder
Fragrant, fine-textured
9 1/2 Oz. Box
Reg. \$1.25
2 for \$1.26



Klenzo
Hair Brush
Nylon, professional
or half-round styles
Reg. \$1.00
2 for \$1.01



Rexall Klenzo
Mouthwash
Antiseptic Astringent
Reg. 79c Pint
2 for 80c



Revillana
Cough Syrup
Pleasant Taste, 4 Oz.
Reg. 59c
2 for 60c



Helen Cornell
Cream Shampoo
With Lanolin & Mentherin
4 Oz. Reg. 79c
2 for 80c



Rexall Aspirin
No faster-acting made.
100 5-grain tablets
Reg. 51c
2 for 51c



Rexall Petrofol
Mineral Oil
Extra-heavy
Reg. 59c Pint
2 for 60c



Rexall Rubbing
Alcohol Compound
Top quality
Reg. 69c Pint
2 for 70c



Rexall Mi-31
Oral mouthwash, gargle,
breath-deodorant
Reg. 79c Pint
2 for 80c



Helen Cornell
Bobby Pins
Rubber-tipped or regular
Reg. 10c
2 for 11c

You can depend on any drug product that bears



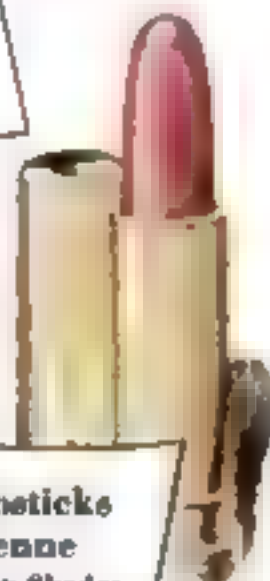
Christmas Cards
Cascade, 20 different cards
Reg. 2 for 60¢
De Luxe 20 special cards
Reg. \$1.00 2 for \$1.01



Monreale
Olive Oil
Finest quality, Imported
Reg. \$1.00 12 Oz.
2 for \$1.61



Rexall Glycerin
Suppositories
Adult or Infant, 12's
Reg. 13¢
2 for 11¢



Indelo Lipsticks
by Adrienne
6 High-Fashion Shades
Reg. \$1.00
2 for \$1.01



Rexall Theatrical
Cold or Cleansing
Cream
1 lb. **Reg. \$1.00**
2 for \$1.01



Victoria
Hot Water Bottle
2 Quart
Reg. \$2.19
2 for \$2.29



Elite Linen
Pound Paper
Reg. 75¢ 2 for 76¢
Box
Matching Envelopes
Reg. 75¢ package
2 for 76¢



Rexall Pro-Cap
Adhesive Tape
Less irritating
1" x 5 Yds.
Reg. 35¢
2 for 36¢

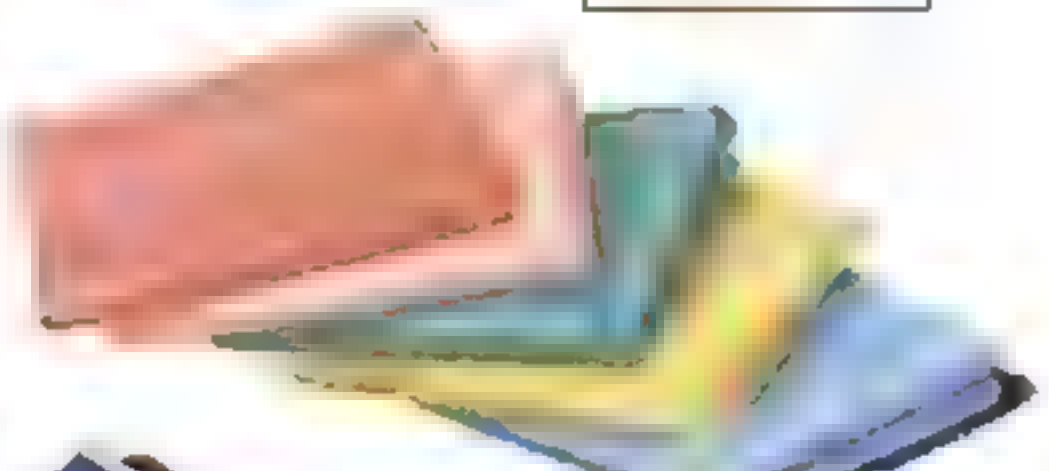
PRICES SUBJECT TO FEDERAL
EXCISE TAX WHERE APPLICABLE

Don't Miss These
BIGGEST BOYS!

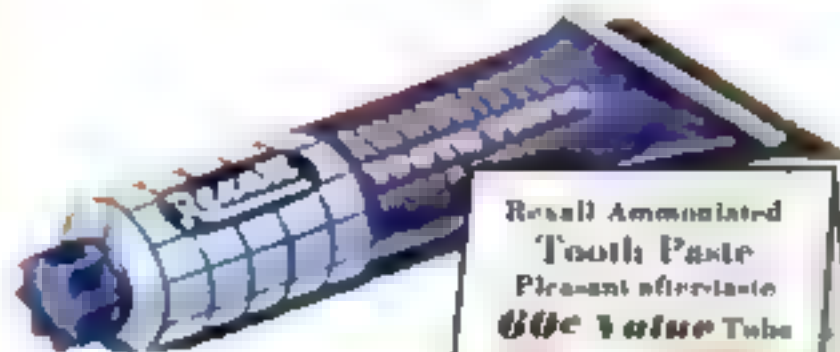
Not on 1¢ Sale Plan, but Sensational
Values While Stocks Last



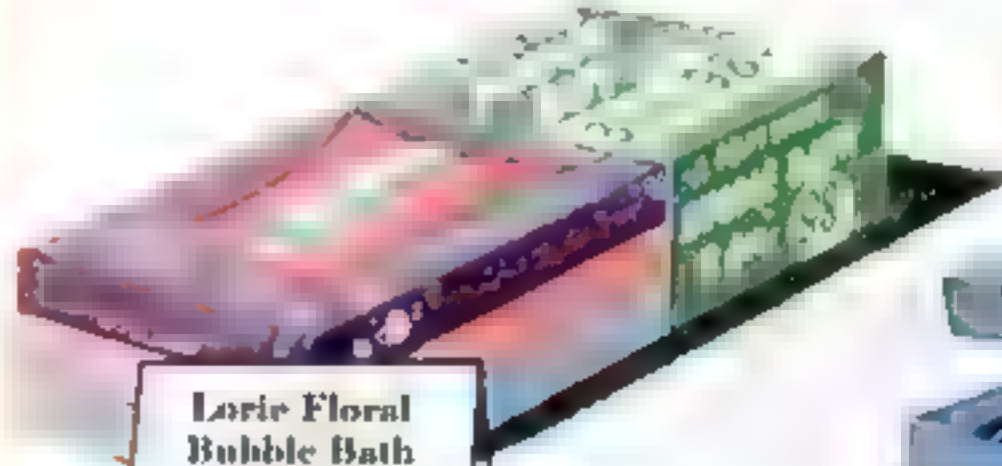
Rexall
Quik-Bands
Plain or Merc.
In Regular (36's)
or Elastic (16's)
22¢ each



Cannon Bath
Towels
20" x 40" choice of
assorted pastel shades
3 for \$1.29



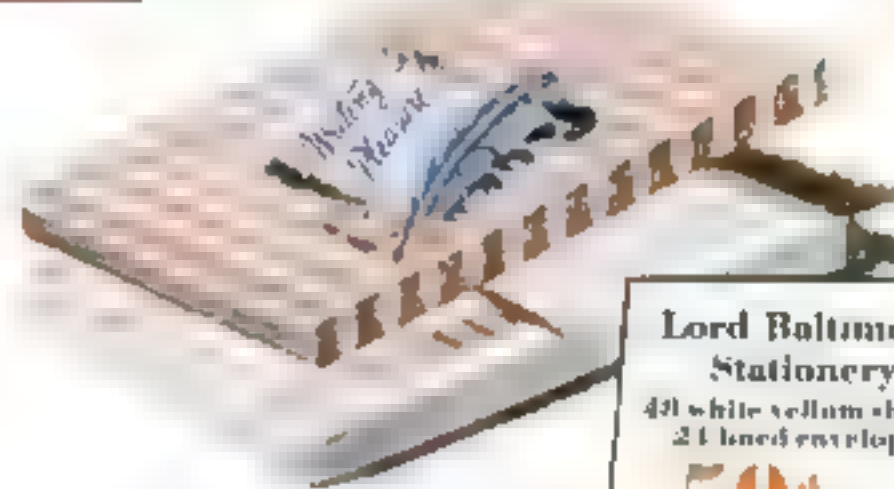
Rexall Ammoniated
Tooth Paste
Pleasant after-taste
60¢ Value Tube
3 for 79¢



Lorie Floral
Bubble Bath
20 packets per box
\$3.00 Value
for \$2.00



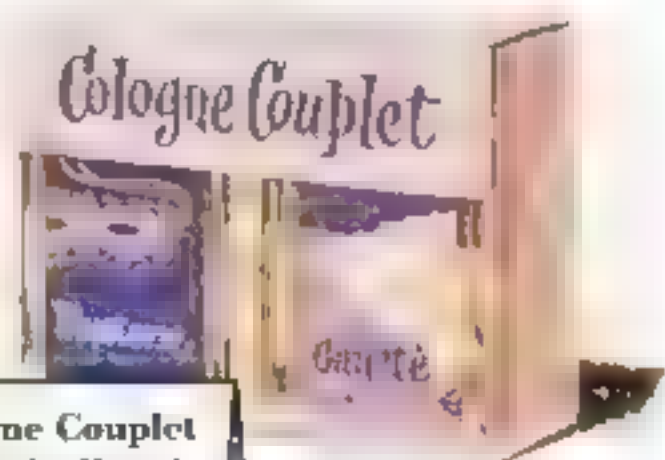
Clifton Fever
Thermometer
With case
Oral or Rectal
Reg. \$1.35
67¢ each



Lord Baltimore
Stationery
40 white vellum sheets
21 lined envelopes
59¢ box



Homemaid
Chocolates
Selected milk
or dark chocolates
2 lbs. \$1.19



Cologne Couplet
4-oz. bottles, Mystic
and Gayle scents
\$2.00 Value
89¢

the name Rexall

More 1¢ Sale Bargains on next page

MEDICINE CHEST NEEDS

- ✓ Rexall Hydrogen Peroxide, USP 3%, pt., 4.5c 2 for 46¢
- ✓ Boric Acid, powder or crystal, 4 oz., 33c 2 for 34¢
- ✓ Rexall Hygienic Powder, spray or gargle, 2 for 66¢
- ✓ Rexall Spirits of Camphor, 1 oz., 37c 2 for 38¢
- ✓ Rexall Glycerin, 3 oz., 75c 2 for 76¢
- ✓ Cascara Aromatic, fluid extract, 4 oz. 85c 2 for 86¢
- ✓ Tincture Iodine, 1 oz. with applicator 29c 2 for 30¢
- ✓ Rexall Aspirin for Children, 50 orange-flavored, 1-grain tablets 35c 2 for 36¢
- ✓ Glycerin & Rose Water, lotion, 4 oz., 49c 2 for 50¢
- ✓ Rexall Aspirin Tabs., 36 in handy tin 27c 2 for 28¢
- ✓ Ascorbic Acid Tabs., 100 mg., 100's, 2 for \$1.99
- ✓ Thiamin Chloride, 10 mg. tabs., 100's, 2 for \$1.52
- ✓ Rexall Epsom Salt, med. cincl., 4 oz., 17c 2 for 18¢
- ✓ Rexall Quick-Acting Plaster, large 59c 2 for 60¢
- ✓ Mercurochrome, applicator, 1/2 oz., 25c 2 for 26¢
- ✓ Rexall Soda Mint Tablets, 140's 35c 2 for 36¢
- ✓ Rexall Essence of Peppermint, 1 oz., 47c 2 for 48¢
- ✓ Cascara Sagrada Tabs., 5-grain, 100's, 2 for 82¢
- ✓ Rexall Spirits Ammonia, aromatic, 1 oz., 2 for 30¢
- ✓ Rexall Toothache Drops, large size, 25c 2 for 26¢
- ✓ Rexall Nose Drops, aqueous, 1 oz., 43c 2 for 44¢
- ✓ Hydrogen Peroxide, b. each, 4 oz., 21c 2 for 22¢
- ✓ Rexall Tincture Green Soap, 8 oz., 65c 2 for 66¢
- ✓ Rexall Boric Acid Solution, 4 oz., 25c 2 for 26¢
- ✓ Rexall Lip Aid Salve, 1/2 oz., 35c 2 for 36¢
- ✓ Rexall White Lintment, 4 oz., 37c 2 for 38¢

SOAP SPECIALS

- ✓ Rex-Olive Complexion Soap, reg. 10c bar, 2 for 11¢
- ✓ Helen Cornell Toilet Soap, 6-cake box, 2 for \$1.20
- ✓ Helen Cornell Bath Soap, 4-cake box 2 for \$1.20
- ✓ Lavender Soap, fragrant, 3-cake box 2 for 78¢
- ✓ Langlois Dry Skin Soap, 4-cake box 2 for \$1.51

TOILETARY TIPS

- ✓ Lavender Stick Cologne 1.00 2 for \$1.01
- ✓ Helen Cornell Hair Cream 1.00 2 for \$1.01
- ✓ Helen Cornell Bubble Bath 1.00 2 for \$1.01
- ✓ Perfumes by Langlois 1.00 2 for \$1.01
- ✓ Dainty Deodorant Stick 89c 2 for 90¢
- ✓ Dainty Deodorant Cream, 1 1/2 oz., 49c 2 for 50¢
- ✓ Dainty Deodorant Cologne, in handy plastic squeeze-bottle 98c 2 for 99¢
- ✓ Mascal's Hand Lotion, almond, pt., 69c 2 for 70¢
- ✓ Golden Isle Hand Cream Stick 1.00 2 for \$1.01
- ✓ Sequoia Pine Bath Oil, 6 oz., 1.00 2 for \$1.01
- ✓ Lavender Cologne, 4 oz., 1.25 2 for \$1.26
- ✓ Hazel Hand Lotion, softening, 8 oz., 79c 2 for 80¢
- ✓ Lavender Bath Salts, 12 oz., 1.10 2 for \$1.11
- ✓ Lavender Cologne Deodorant 85c 2 for 86¢
- ✓ Mascal's Hand Cream, 6 1/2-oz. jar, 59c 2 for 60¢
- ✓ Lorie Cologne, exotic, 4 oz., 1.25 2 for \$1.26
- ✓ "84-80" Talcum, 1 pound tin 59c 2 for 60¢
- ✓ Helen Cornell Bath Powder 1.00 2 for \$1.01
- ✓ Helen Cornell Cologne, subtle 1.00 2 for \$1.01
- ✓ Helen Cornell Bath Salts 1.00 2 for \$1.01
- ✓ Slique Beauty Lotion, 6 oz., 1.00 2 for \$1.01

BUYS FOR BABIES

- ✓ Rexall Stork Nipper, 8-oz. bottle, nipple and protecting cap, complete 35c 2 for 36¢
- ✓ Rexall Quik-Swabs, 100 sterile, cotton-tipped applicators, ideal for nursery 29c 2 for 30¢
- ✓ Hall's Sterated Talc, full pound 59c 2 for 60¢
- ✓ Nursery Castle Soap, pure, mild, 19c bar 2 for 20¢
- ✓ Rexall Polymulsion, high potency Vitamins A, C, D, B1, B2, pleasantly flavored, 4oz. \$1.15 2 for \$1.16
- ✓ Baby Bottle Brush, nylon 25c 2 for 26¢
- ✓ Baby Rattle, assorted styles 25c 2 for 26¢

EVERYDAY NEEDS

- ✓ Saccharin Tablets, 1/2-grain, 1000's, 2 for \$1.27
- ✓ Saccharin Tablets, 1/4 gr., 1000's \$1.08 2 for \$1.09
- ✓ Rexall Pro-Cap Adhesive Tape, less irritating, tri-wideroll, cut 1/4", 1/2", 3/4" x 5 yds., 50c 2 for 51¢
- ✓ Lord Baltimore Ball Point or Fountain Pen, even flow, smooth writing 1.00 2 for \$1.01
- ✓ Extension Cord Set, cube tap, 6' 69c 2 for 70¢
- ✓ Men's Cotton Handkerchief 25c 2 for 26¢
- ✓ Billfolds, Men's and Ladies' 1.00 2 for \$1.01
- ✓ Rex Mail Household Gloves, pair 79c 2 for 80¢
- ✓ Rexall Cotton Balls, 65's 35c 2 for 36¢
- ✓ Victoria Fountain Syringe, 2-qt., \$2.59 2 for \$2.60
- ✓ Christmas Wrapping Paper or Ribbons, 10c 2 for 11¢
- ✓ Christmas Socks, Tags and Enclosure Cards, regular 10c packages, choice 2 for 11¢
- ✓ Wickstyle Household Deodorant, 6 oz., 59c 2 for 60¢
- ✓ Shoe Laces, assorted colors, pair 5c 2 for 6¢
- ✓ Kleenex Tissues, 3" assorted styles, 19c 2 for 20¢
- ✓ "84-80" Nail Clippers 25c 2 for 26¢
- ✓ Pipes, imported Briar 1.00 2 for \$1.01
- ✓ Fry's Chocolate Bar, cream or peppermint cream, 1 1/2 oz., 10c 2 for 11¢
- ✓ Safety Pins, steel or gilt, bunch 10c 2 for 11¢
- ✓ Ladies' Plastic Scarfs, quilted 59c 2 for 60¢
- ✓ Plastic Tea Aprons 35c 2 for 36¢

DENTAL BARGAINS

- ✓ Rexall Ammoniated Tooth Powder, 3 oz., 2 for 44¢
- ✓ Rexall Denture Adhesive Powder 55c 2 for 56¢
- ✓ Dental Floss, acetate vial, 30 yds., 25c 2 for 26¢
- ✓ Rexall Denture Plate Cleanser, 4 oz., 50c 2 for 51¢
- ✓ Sodium Perborate, flavored, 4 oz., 55c 2 for 56¢

HAIR GROOM BUYS

- ✓ Rexall Milk of Magnesia, full pint 39c 2 for 40¢
- ✓ Fungi-Rex Greaseless, soothing, effective relief from Athlete's Foot, 1/2-oz. tube 63c 2 for 64¢
- ✓ Rexall Mentholated White Pine & Tar Compound, cough remedy, 8-oz. bottle 79c 2 for 80¢
- ✓ Rexall Eyele, a soothing, cleansing eyewash, half-pint w th eye-cup 59c 2 for 60¢
- ✓ Rex-Rub, muscle aches relief, 6 oz., 89c 2 for 90¢
- ✓ Rexall Cherry Bark Cough Syrup, 8oz., 79c 2 for 80¢
- ✓ Rexall Antihistamine Tablets, 15's 39c 2 for 40¢
- ✓ Monacet APC Tablets, 25's 29c 2 for 30¢
- ✓ Aspirex Cough Drops, contains aspirin, 10c 2 for 11¢
- ✓ Rexall Foot Powder, 4-oz. tin 33c 2 for 34¢
- ✓ Rexall Cold Sore Lotion, 1/4 oz., 29c 2 for 30¢
- ✓ Rexall Cold Tablets, Special, 30's, 39c 2 for 40¢
- ✓ White Pine Tar & Wild Cherry Compound, 2 for 40¢
- ✓ Corn Solvent, painless corn remover, 29c 2 for 30¢
- ✓ Analgesic Liquid, rubbing liniment, 65c 2 for 66¢
- ✓ Rexall Little Pills, laxative, 100's 35c 2 for 36¢
- ✓ Rexall Antacid Gas Tablets, 40's 35c 2 for 36¢
- ✓ Toilet Lintolin, soothes skin, 1 oz., 27c 2 for 28¢
- ✓ Rexall Throat Gargle, half-pint 79c 2 for 80¢
- ✓ Gypsy Cream, skin lotion, 8 oz., 59c 2 for 60¢
- ✓ Rexall Orderlies, flavored laxative, 60's, 2 for 61¢
- ✓ Rex-Salvix, antiseptic burn salve, 53c 2 for 54¢
- ✓ Rexall Baby Cough Syrup, 3 oz., 30c 2 for 31¢

HAIR GROOM BUYS

- ✓ Goodform Nylon Hair Mats, standard or French mesh, regular or bob, 7 shades 10c 2 for 11¢
- ✓ Maximum Hard Rubber Combs 29c 2 for 30¢
- ✓ Helen Cornell Coconut Oil Shampoo, 79c 2 for 80¢
- ✓ Rexall Hair Oil, scented, 4 oz., 29c 2 for 30¢
- ✓ Kleenex Pocket Comb, with clip 10c 2 for 11¢
- ✓ Rexall Coconut Oil Shampoo, 6 oz., 53c 2 for 54¢
- ✓ Rexall Cream Hair Tonic, 5 oz., 53c 2 for 54¢
- ✓ Opalite Plastic Combs, assorted 10c 2 for 11¢
- ✓ Rexall Hair Tonic, 5 oz., regular 53c 2 for 54¢
- ✓ Helen Cornell Liquid Cream Shampoo, 98c 2 for 99¢

STATIONERY SAVINGS

- ✓ Envelopes, 6 1/2 size, white, package, 10c 2 for 11¢
- ✓ Grayline Letters, 36 sheets, 30 matching envelopes, regular \$1.00 box 2 for \$1.01
- ✓ Snowdrift, white vellum, "snowdrift" finish, 36 sheets, 30 envelopes, jumbo box, 2 for 86¢
- ✓ Cheerful Letters, vellum, bordered top and bottom, 36 sheets, 20 envelopes 2 for \$1.01
- ✓ Engraved Christmas Notes, 12 notes with red engraving and red deckle edge, 12 envs., 2 for 51¢
- ✓ Cheerful Notes, 10 French fold notes, 10 envelopes, regular 50c 2 for 51¢
- ✓ Gentlemen's Club 1.00 2 for \$1.01
- ✓ Figurine Box, 36 sheets, 20 envelopes, with figurine motif, regular \$1.00 2 for \$1.01
- ✓ Fleurs de Paris, 16 French-fold notes and envelopes 2 for \$1.01
- ✓ Lord Baltimore Royalton, flat sheets w th matching envelopes 85c 2 for 86¢
- ✓ Lord Baltimore Royalton, folded notes with matching envelopes 75c 2 for 76¢
- ✓ Elite Linen Ink Tablets, plain or ruled 2 for 28¢
- ✓ Elite Linen Envelopes, pack 2 for 21¢
- ✓ Commercial Envelopes, No. 10 15c 2 for 16¢
- ✓ Cascade Filler Paper, 2- or 3-hole, 10c 2 for 11¢
- ✓ Lead Pencils, Old Colony, No. 2 lead 5c 2 for 6¢
- ✓ Lord Baltimore Mechanical Pencil 69c 2 for 70¢

ADRIENNE BEAUTY AIDS

- ✓ Bath Powder, scented, 7 1/2 oz., 1.25 2 for \$1.26
- ✓ Compressed Face Powder 1.00 2 for \$1.01
- ✓ Cold or Cleansing Cream 85c 2 for 86¢
- ✓ Cologne, subtle, dainty, 4 oz., 1.25 2 for \$1.26
- ✓ Velvet Powder Puff, 3-inch 15c 2 for 16¢
- ✓ Hand Cream, softens, protects, 4 1/2 oz., 85c 2 for 86¢
- ✓ Face Powder, 5 flattering shades 85c 2 for 86¢
- ✓ Bath Salts, perfumed, 13 oz., 1.10 2 for \$1.11
- ✓ Foam Rubber Powder Puff, 2 1/4" 10c 2 for 11¢

SHAVING SAVINGS

- ✓ Lavender After-Shave Lotion, 4 oz., 85c 2 for 86¢
- ✓ Rexall Shave Cream, Lather or Brushless, 2 for 40¢
- ✓ Rexall Shaving Lotion, 6 oz., 49c 2 for 50¢
- ✓ Mercede Blades, 20 double or 18 single edge, extra-sharp, long-lasting 49c 2 for 50¢
- ✓ Rexall Bay Rum, after-shave, pint 59c 2 for 60¢
- ✓ Lavender Shaving Bowl 1.10 2 for \$1.11
- ✓ Lavender Talc for Men, 3 1/2 oz., 40c 2 for 41¢
- ✓ Lather Brush 1.00 2 for \$1.01

Two for One... 1 Plus a Penny! REXALL SALE

Use this ad as your shopping list

RIGHT RESERVED TO LIMIT QUANTITIES. PRICES SUBJECT TO FEDERAL EXCISE TAX WHERE APPLICABLE. PRICES, ITEMS AND DATES MAY VARY SLIGHTLY IN CANADA. REXALL DRUG CO. LOS ANGELES 48, CALIF.

- ✓ Medford Facial Tissues, box of 300 2 for 39¢
- ✓ Tiny Tot Pops, cluster of 7 2 for 11¢
- ✓ "50,000" Chocolate Syrup, 7 oz., 2 for 23¢
- ✓ Spice Drops or Chewy-Chews, 3 1/2 oz., 2 for 16¢
- ✓ Glass Tumblers, holiday design 2 for 16¢
- ✓ Christmas Tree Ornaments, plastic 2 for 13¢
- ✓ Rexall Beef, Wine & Iron, tonic, pint 2 for \$1.41
- ✓ Elkey's Moth Fume Crystals, pound 2 for 80¢
- ✓ Rexall Witch Hazel, astringent, pint 2 for 56¢
- ✓ Rexall Epsom Salt, medicinal, pound 2 for 41¢
- ✓ Rexall Analgesic Balm, quick relief from headaches and neuralgia, 1-oz. tube, 2 for 58¢

Rexall Puretest
Pt. 2 FOR **MINERAL OIL**
86¢ Extra-heavy...non-fatten-
ing and non-habit-form-
\$1.26 ing... tasteless.

- ✓ Rexall Camphorated Oil, liniment, 4 oz., 2 for 56¢
- ✓ No. 8 Pine Oil Disinfectant, full pint 2 for \$1.10
- ✓ Rexall Castor Oil, dependable action, 3oz. 2 for 46¢

REXALL SUGAR-FREE
TOOTH PASTE
3 1/2 Oz. Fresh, minty flavor.
2 FOR 56¢ 5-Oz. Tube, 2 for 71¢

- ✓ Dainty Mist Deodorant, in 1 1/2-oz. plastic squeeze-bottle, quick and easy to use 2 for 76¢

- ✓ Rex-Saltzer, effervescent alkalizer and pain-reliever, 25-tablet bottle 2 for 58¢
- ✓ Cascara Compound Tablets (Huckle), 100's, 2 for 46¢
- ✓ Rexall Zinc Oxide Ointment, 1-oz. tube 2 for 26¢

BRIDGE
PLAYING CARDS
Choice of backs...durable.
2 FOR 86¢

- ✓ Rexall Age-Ax, Plain or Compound with Phenolphthalein, gentle laxative, pint 2 for \$1.11
- ✓ "84-80" Nail Polish Remover 2 for 36¢
- ✓ Rexall Saccharin Tablets, 1/2 grain, 100's, 2 for 46¢; 1/4 grain, 100's 2 for 36¢

KLENZO
TOOTH BRUSHES
Tufted, convex and small oval styles. Also fine-textured model.
2 FOR 40¢

- ✓ Rexall Tincture Benzoin Compound, 1 oz., 2 for 41¢
- ✓ Rexall Milk of Magnesia Tooth Paste 2 for 56¢
- ✓ Boric Acid Ointment, white, 2 oz. tube, 2 for 40¢
- ✓ Rexall Baby Oil, antiseptic, 6 oz., 2 for 58¢
- ✓ Rexall Baby Lotion, antiseptic, 6 oz., 2 for 58¢
- ✓ Rexall Baby Powder, 4 oz., 2 for 30¢
- ✓ Rexall Milk of Magnesia Tablets, 36's 2 for 26¢

- ✓ Cocoa Butter Sticks, soften skin 2 for 31¢
- ✓ Dental Floss, acetate vial, 100 yards 2 for 76¢
- ✓ Elkey's Insecticide, with 5% DDT, pint, 2 for 50¢
- ✓ Rexall Styptic Pencil, jumbo size 2 for 16¢
- ✓ Velvet Powder Puff, 4" size 2 for 26¢
- ✓ Dainty Deodorant Soap, 4-oz. bar 2 for 28¢

VITAMIN VALUES

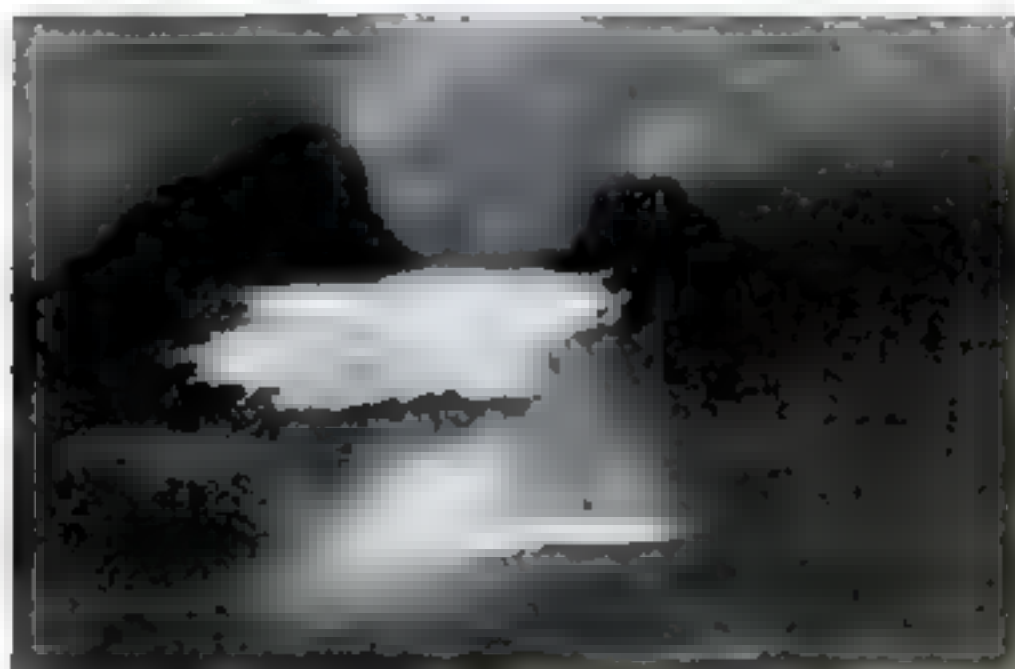
REXALL PANOVITE
100's **2 FOR \$3.20**
One capsule supplies all vitamins with known daily minimum requirements.

- ✓ Rexall Cod Liver Oil, high potency, pt., 2 for \$1.61
- ✓ Rexall ABOC Capsules, 100's 2 for \$1.66
- ✓ Rexall Brewer's Yeast Tablets, B-Complex, 250's, 2 for \$1.01; 100's 2 for 51¢
- ✓ Rexall Polycaps, child's multi-vitamins 2 for \$2.01
- ✓ Rexall Beta-Caps, vitamin B, 100's, 2 for \$2.11
- ✓ Ocalcium Phosphate Capsules with Viosterol, for expectant mothers, 100's 2 for \$1.36
- ✓ Rexall Percocod, A&D Vitamins, 110's, 2 for \$1.01
- ✓ Rexall B-Complex Capsules, 100's 2 for \$2.60
- ✓ Rexall Yeast & Iron Tablets, 100's 2 for 76¢
- ✓ Rexall A&D Tablets, children's, 100's, 2 for \$1.21
- ✓ Rexall Vitamin B12 Concentrate, 5-Microgram Capsules, 100's 2 for \$2.01
- ✓ Rexall Halibut Liver Oil Capsules, 50's, 2 for \$1.11

BIRTH AND DEATH OF A VOLCANO

Explosive mountain born in the Pacific brings tragedy to men who visit it

In the sea 210 miles south of Tokyo a new volcanic mountain began life last month by pushing its jagged peak through the surface and spewing molten stone and sulphur fumes into the sky. On Sept. 17 a fishing boat found it, still pouring fire into the water, and it was given the boat's name, *Myojin*, or "Bright God." In Japan people wondered if, as it grew larger and older, the explosive mountain would become calm and sit in the sea as a permanent neighbor island. Sailors, scientists and newsmen set out in ships to view the sight and, never suspecting the fate it would soon bring to some of them, made a photographic biography (following pages) of its short life.



SOON AFTER BIRTH, the night of Sept. 17, volcano poured molten rock into sea. Picture is time exposure.



STILL GROWING on Sept. 18, the new islet stood a hundred feet above water, was 500 feet long and 350 feet

wide. The sea water around it was yellow from sulphur fumes, and carcasses of poisoned fish floated all about.

CONTINUED ON NEXT PAGE



Puerto Rican RUM Highball
 1½ to 2 oz.
 Puerto Rican Rum
 Add ice, soda,
 ginger ale or water
 (Many use twist of lemon peel or
 dash of Angostura bitters)

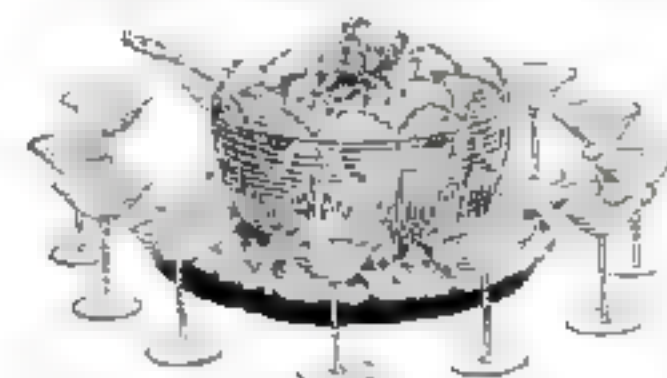
Puerto Rican RUM Daiquiri
 Juice of ½ lime
 1½ oz. Puerto Rican Rum
 1 tsp. sugar
 Shake well with cracked ice. Strain
 into glass.

Puerto Rican RUM Sour
 1½ oz. Puerto Rican Rum
 Juice of 1 lemon
 ½ tsp. sugar
 Shake well with cracked ice, strain
 into chilled glass. Garnish with slice
 of orange and cherry.

Puerto Rican RUM & Maple
 1½ oz. Puerto Rican Rum
 1 tsp. Maple Syrup
 1 dash Angostura bitters
 Splash of water
 Mix syrup, water and bitters. Add
 Puerto Rican Rum, ice and stir. Garnish with
 twist of lemon peel.

Puerto Rican RUM 'n' Cola
 1½ oz. Puerto Rican Rum
 Juice of ½ lemon or lime
 Add ice and fill with cola
 Just the way it's made at Puerto
 Rico's Caribe Hilton!

RUM Fruit Punch (Serves 12)



1½ bottles (fifths) Puerto Rican Rum
 6 oz. pineapple juice 10 oz. orange juice
 10 oz. lime juice 1½ qts. ginger ale or soda
 "Steep" for one hour. Add ginger ale or soda,
 pour over block of ice in bowl and stir.
 Decorate with 1 pint sliced strawberries,
 lemon and lime slices.

NOW . . . FREE!

**Rumster Party Kits and Rum
 food and drink recipes. Ask your
 dealer or write to Dept. 9, Rums
 of Puerto Rico, 600 Fifth Avenue,
 New York City 20.**



EXPLOSIVE GREETING is given by the volcano to the crew of one of the patrol boats sent by Japan's Maritime Safety Board to inspect it.



CLOSE LOOK at the smoking pinnacles of rock is an awe-inspiring sight for men on the boat, which has now moved to within about half a mile from center of the exploding mass.



A VIOLENT ERUPTION hurls rock half a mile high. This picture, taken a mile from the volcano, shows biggest of four explosions that occurred during one day.

Shock-waves could be felt far away but gave observers no hint of the final act of violence which was to end the volcano's life—along with the lives of many men.



NEW SCORPION F-89 jet fighter ticks its wheels and climbs with afterburners blazing on night intercept mission. Scorpion's radar seeks out attacking aircraft, even at night. Jet flames show how F-89 eats up fuel—around 8 times as fast as World War II fighters. Jet fuel consumption is just one of the many record oil needs met by U.S. oilmen every day.

New Jets Gulp Fuel 8 Times Faster Than World War II Planes

U. S. Oilmen Meeting Biggest Petroleum Product Demands In History

Defense authorities have issued an urgent call to U. S. oil companies for sharply increased supplies of jet fuel, as a result of greatly stepped-up air activity.

Since jet fuels are made from the same base stock as heating oils, this new demand adds to oilmen's present problems in meeting this winter's record heating oil needs. Motorists are also using more gasoline than ever before.

In spite of these sharply increased demands, U. S. oilmen are presently meeting all military and civilian needs. They are able to do this because they have constantly planned ahead, plowed back much of their profits into expansion, and taken great risks.

This is the only way America's demand for more and more oil can be met: under a system of free competition where privately-managed oil companies have a chance to stay in business by earning a profit while serving you.

For a free, interesting booklet, "20 Questions," write to:

Oil Industry Information Committee, Box 4

AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.

SOME REASONS WHY U. S. OIL USAGE IS NOW AT ALL-TIME HIGH

1945



1952



2 JET FIGHTERS NOW USE AS MUCH FUEL AS AN ENTIRE WORLD WAR II FIGHTER SQUADRON FLYING THE SAME MISSION.

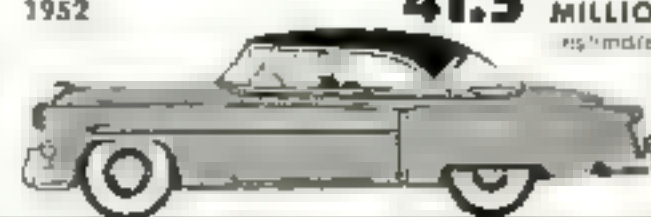
1945

25.6 MILLION



1952

41.5 MILLION (estimated)



PEOPLE TODAY OWN MORE CARS drive further than ever before. Car owners will use an estimated 27 billion gallons of gasoline this year—an increase of almost 100% since 1945.

1945:

2.5 MILLION



1952:

6.3 MILLION (estimated)



FAR MORE AMERICANS than ever before now enjoy the comfort and economy of oil heat. Heating oil demand has jumped 103% since 1945.

Better Than Beer?



G. C. A.

A very different brew you'll want to try!

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them *more* pleasure than any beer they ever tasted. They say it's light and dry as the smoothest beer, yet

with that extra flavor—that "heart" which only a fine ale can provide. They call it the "light-hearted" ale.

Tonight, why not make a point to try it yourself? See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!



**BETTER THAN BEER?
TRY CARLING'S RED CAP ALE AND SEE!**

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

**New preparation has remarkable
skin-soothing ingredient**

MODERN LIVING demands you shave every day. But your skin need not get irritated, rough, and often old-looking. Not any more...

Two special ingredients in Glider brushless shave cream correct all this. One is the same type of oil that is used on a baby's skin. This allows your razor to cut close without scraping.

The second ingredient which insures your skin new shaving comfort is EXTRACT OF LANOLIN—a wonderful new substance with beneficial ingredients 25 times as active as in plain lanolin, the well-known skin conditioner.

Glider helps keep the skin silky-smooth because it's good for the skin. So good that it makes after-shave lotions needless. Rub a little extra Glider right into your skin... and like a skin cream it replenishes the oils of your skin, leaves your face feeling smooth, relaxed. Get a tube today and see for yourself!

Try a tube at our expense! Just write The J. B. Williams Company, Dept. LG-11, Glastonbury, Conn.

(Offer good in U. S. only.)

Charles S. Campbell
PRESIDENT

No Question About It...

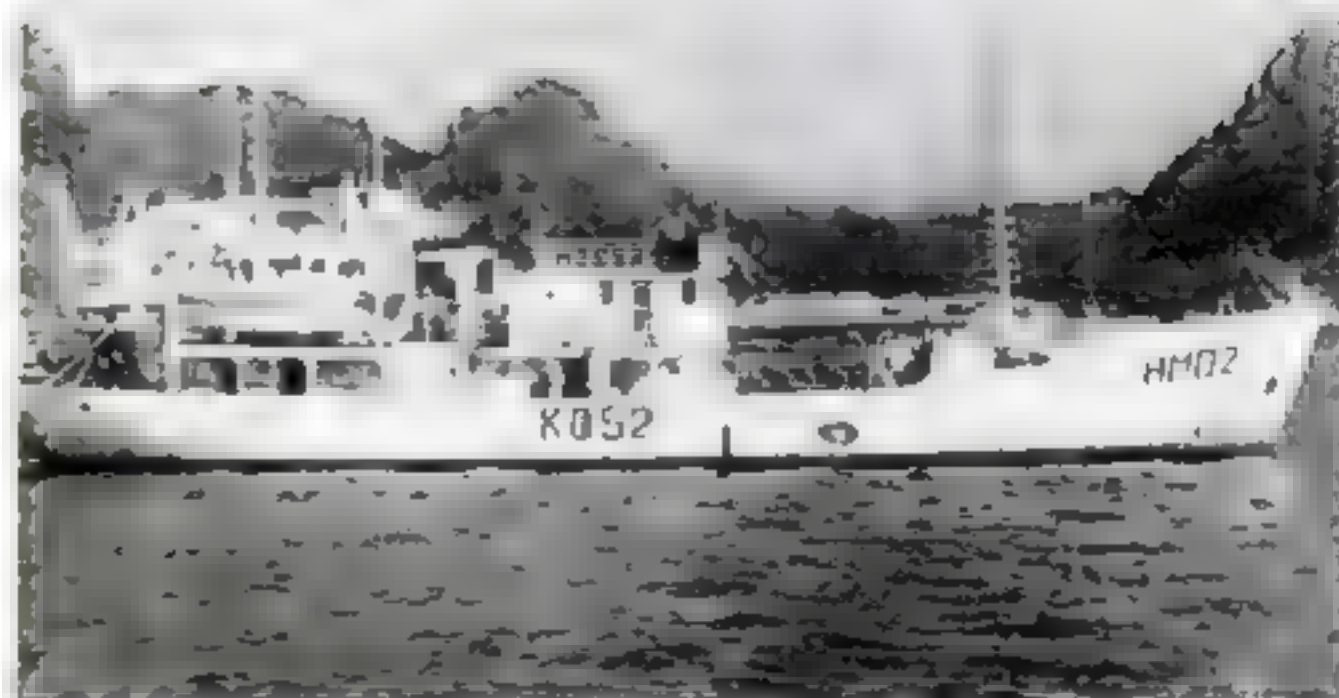


Lee
is your
best value
in work clothes

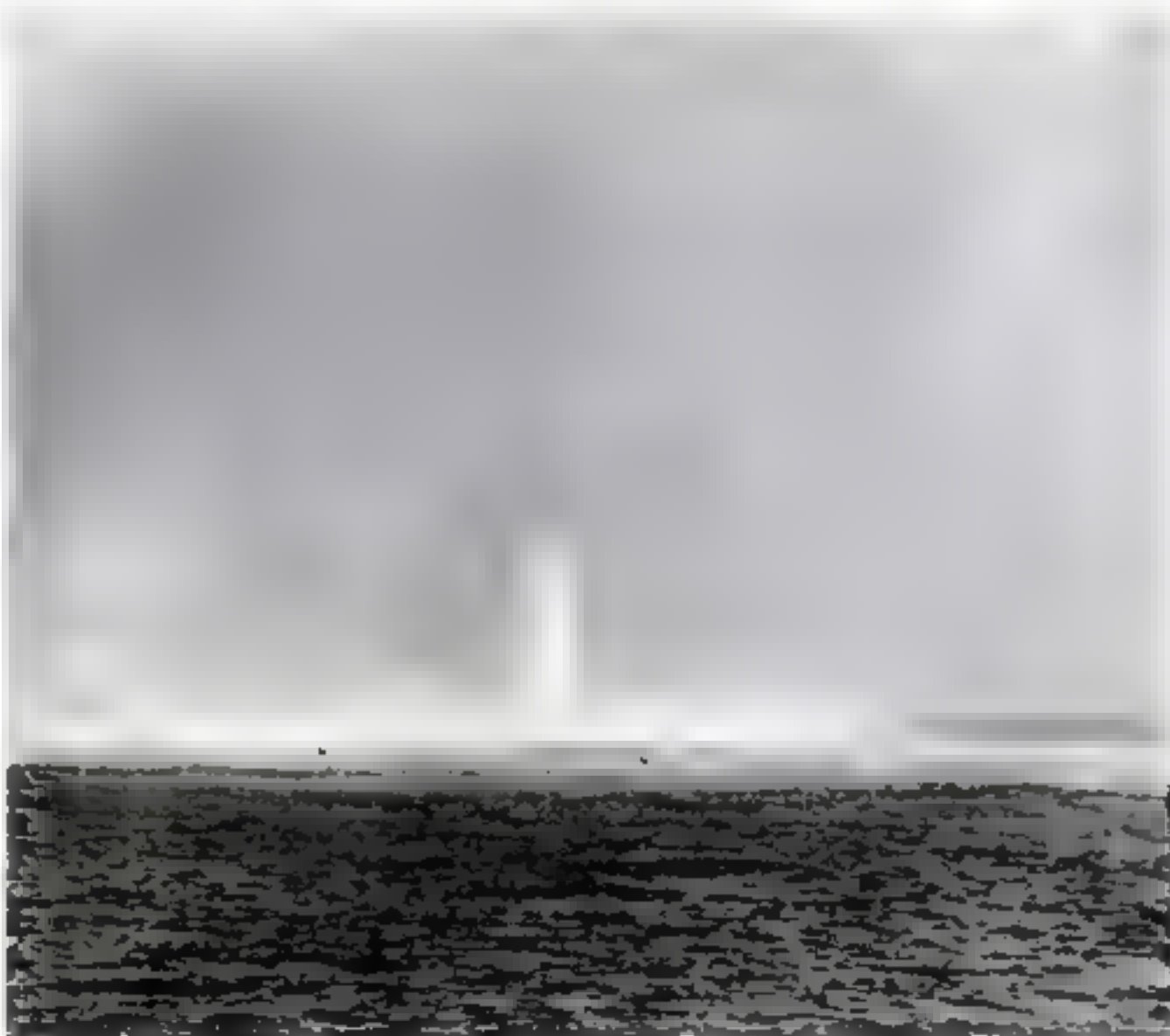
UNION MADE. Buy them
at leading retail stores.



Volcano CONTINUED



SHIP THAT DISAPPEARED, the *Kaiyo Maru Number Five*, set out from Tokyo on Sept. 23 to visit the volcano. On board were 22 crewmen and nine Japanese meteorologists and oceanographers. After 8 p.m. that night the ship could no longer be reached by radio, and search for it by plane and boat began.



VOLCANO THAT DISAPPEARED left only a few bits of pumice sticking above the water and small spouts of vapor. This is Sept. 23, on which volcanic peak apparently split itself into bits with force of its explosions, bringing disaster to *Kaiyo Maru* as it subsided into the sea from which it sprang.



PROOF OF TRAGEDY was buoy from the *Kaiyo Maru*, found floating a few miles from volcano. This and wooden planks were all that could be found of the lost ship. Buoy and planks show *Kaiyo Maru* has been shattered by sea waves generated by a blast of the volcano, one of the last explosions of its life.

LADY ELGIN LEANNE Simple charm of a pretty face empha- sizes rich 14k gold case. \$110.

LORD ELGIN DRAKE He'll like the modern look. 21-jewel movement. \$87.50.

PROM Watch her eyes dance as you tell her how you feel. 17-jewel movement. \$65.00.

BAKER Three Roman numerals set off a classic smartness. 17-jewel Elgin Deluxe. \$65.00.

JOY Case and expansion brace- let have a made-for-each-other loveliness she'll adore. \$39.75.

COBURN Smart styling makes you proud to give this handsome Elgin Expansion band. \$39.75.

Give beauty that holds your heart plus the heart that never breaks

Here's beauty that holds your heart — beauty that symbolizes perfectly the feeling you have for the one you love.

And this is far more than surface beauty. For these magnificent watches are Lord and Lady Elgins, with the heart that never breaks—the guaranteed DuraPower Mainspring.

Because the amazing DuraPower Mainspring will never wear out—never lose its power, the superb accuracy of an Elgin Watch remains as true as your love — year after year after year.

Every Lord and Lady Elgin Watch is timed to the stars in Elgin's own observatory, too — by the only watchmaker in the world with the experience of handling over 50 million fine watches.

So share the beauty of Elgin with your love. Visit your Elgin jeweler during Watch Fashion Parade (from October 30 to November 8) and see his stylish selection of pre-Christmas Elgins. An Elgin is the perfect gift for someone's birthday, wedding, anniversary and, of course, Christmas. Elgin National Watch Company, Elgin, Illinois.



Every new Elgin, and only Elgin, has the heart that never breaks — the guaranteed DuraPower Mainspring.

ELGIN WATCHES

The Beautiful Way to Tell Time

Small text line at the bottom of the page, likely a copyright or disclaimer.

LADY ELGIN CLUBWOMAN Stunning style made of the Clubman brings excit- ing fashion to the wrist of your lovely lady. \$71.50.

LORD ELGIN CLUBMAN A smart black hour track forms a striking contrast to golden hands and case. 21-jewel movement. \$71.50.



TINY, TENDER

SILVER DOLLAR

MAKE THEM WITH **BISQUICK** . . . TOP THEM



JUST ADD MILK TO **Bisquick**

. . . maybe a *leettle* more than usual to make the batter thin. Then spoon out the batter a tablespoon at a time to fill your griddle with these tiny, dainty mouthfuls of Bisquick "silver dollar" pancakes. Whether you make 'em huge, big, middle-size or dollar-size . . . reach for the Bisquick. One teasing bite'll tell you . . . for feeding the family you can't beat Bisquick!



AND TEMPTING

PANCAKES

WITH GOOD GOLDEN KARO SYRUP

DOUBLE RICH AND DEEP-DOWN DELICIOUS!

Yes - rich in wonderful flavor - and rich in food energy - that's Karo -
America's favorite table Syrup.

'Cakes and Karo just naturally go together - to make a hearty, zestful,
nutritious breakfast

P. S. Delicious Karo always adds glamour to waffles, biscuits, French
Toast - even spread on bread, it's a treat!





COPYRIGHT 1967 THE INTERNATIONAL SILVER CO. NEW YORK, N.Y.

Your heart and your head tell you why MORE WOMEN CHOOSE 1847 ROGERS BROS.

YOUR INSTINCTIVE LOVE for beauty tells you why 1847 Rogers Bros. patterns are the best loved and most wanted of all. Exquisitely styled, superbly crafted, they are masterpieces of silver design.

And your sense of value tells you love is long-lasting. 1847 Rogers Bros. is a wonderful investment. Priced so low, you can enjoy your complete table service from the beginning.

Made to last a lifetime. Each piece is heavily

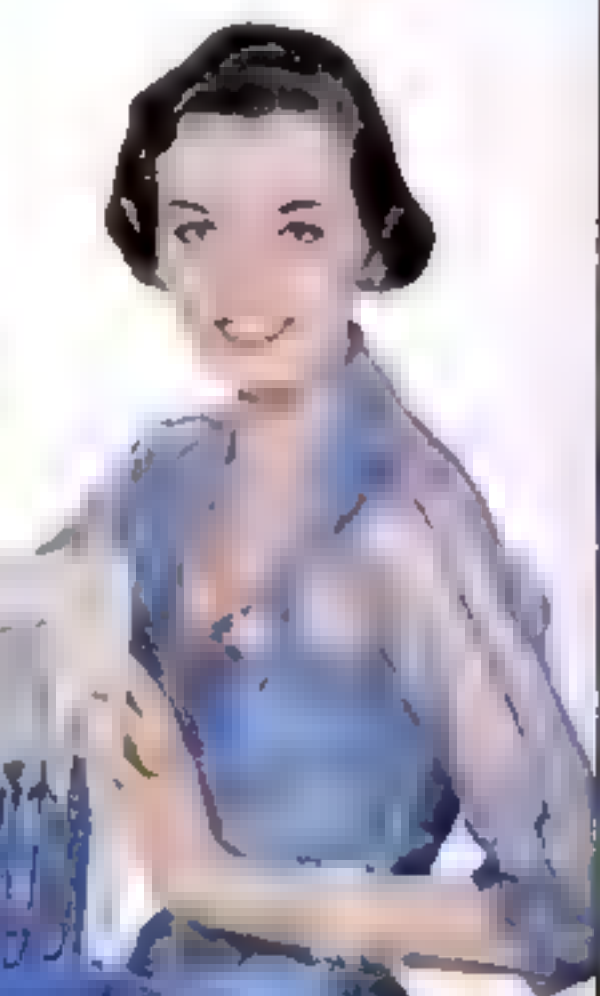
plated with pure silver, reinforced at points of extreme wear. The low knife handles are seamless.

The very name of 1847 Rogers Bros. inspires confidence. Like your mother perhaps, or your grandmother, you know you can enjoy it every day at every meal, all your life.

Go to your silverware store. Let your heart and your head decide which 1847 Rogers Bros. pattern will be yours, from this day on.

Yes, with a set for 8 in 1847 Rogers Bros. 8 place settings, plus 4 covered serving pieces, 52 pieces total, only \$74.40.

Send down payment — as little as \$1.



Remembrance First Love Lullaby Adoration



1847

1847 ROGERS BROS.

AMERICA'S FINEST SILVERPLATE



BRIDE ON A SWING was photographed with her husband in a moment of tender gaiety. The couple was spending afternoon in a garden at the rear of a French cafe with a full wedding party of parents, uncles, aunts and cousins.

Memorable and Beautiful

NEW CARTIER-BRESSON BOOK SHOWS WORK OF A GREAT PHOTOGRAPHER

Henri Cartier-Bresson (*right*), a 44-year-old Frenchman, has taken some of the most memorable and beautiful photographs of our time. For 20 years he has pursued history round and round the earth many times. On Oct. 15 a book of Cartier-Bresson photographs will be published in this country for the first time, under the title *The Decisive Moment* (Simon & Schuster, \$12.50). Though many of the book's photographs have been

published in *LIFE*, those above and on the following four pages have not appeared in this magazine.

Half the book is devoted to scenes in Western countries, half to those in the Orient. Cartier-Bresson's greatness, however, comes not so much in his international range as in his instinctive sense of composition and his gift for snapping the shutter in that one decisive moment when the scene before him suddenly comes to life.





SUNDAY PICNIC on Marne is one of Cartier-Bresson's favorite photographs because he thinks it portrays characteristic part of French life. The moment for which he waited to take the picture came when the man at the left reached over and started to pour wine into his glass.



HYDE PARK WOMAN (right) was snapped as she sat in gray drizzle. In her strength and complete confidence she seemed to Cartier-Bresson to be the epitome of Great Britain. "She was an eccentric. But in Britain such eccentrics are accepted and no one paid any attention to her."



CAPE COD WOMAN was photographed on the Fourth of July. Cartier-Bresson says, "This woman explained to me that the flagpole over her door was broken but on a day like this one keeps one's flag over one's heart. In her I felt a touch of the strength of American pioneers."





HUNGRY REFUGEES of India-Pakistan partition live in a tent city on a legendary battleground of the gods. Gnarled and graceful trees on which clothes hang have been almost stripped of branches for firewood.

EXCITED MEN release pent-up emotion as they exercise at refugee camp in India. So vigorous is action that scene suggests riot, but Cartier-Bresson caught it when the movements were full of humor and grace. ↓





WEEPING WOMEN, who had lost track of each other during the Indian partition, embrace as they meet again. In a sing-song chant they tell of the troubles and losses they suffered as refugees since they parted.



Endurance takes him farther



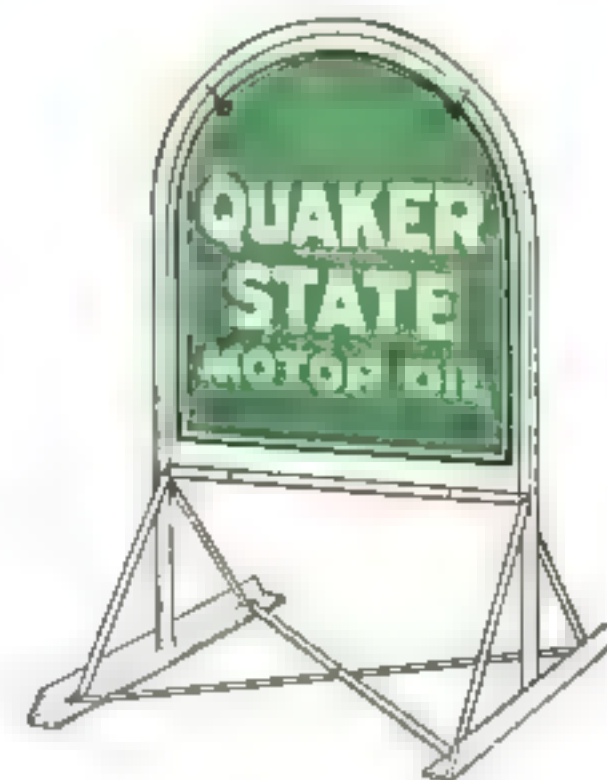
The **ARCTIC TERN** is the long-distance champion among migratory birds. He summers in the Arctic and winters in the Antarctic, flying about 22,000 miles on each round trip.

You'll go farther with Quaker State

(before you add a quart)

ENDURANCE is built into every drop of Quaker State Motor Oil. For Quaker State is refined from 100% pure Pennsylvania Grade Crude Oil to give your car complete lubrication and lasting protection. That's why you'll go farther with Quaker State before you need to add a quart between regular oil changes. We believe it's the finest motor oil you can buy.

Quaker State Motor Oil is made to suit the requirements of all makes of cars and for all types of service. Ask your dealer



QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.

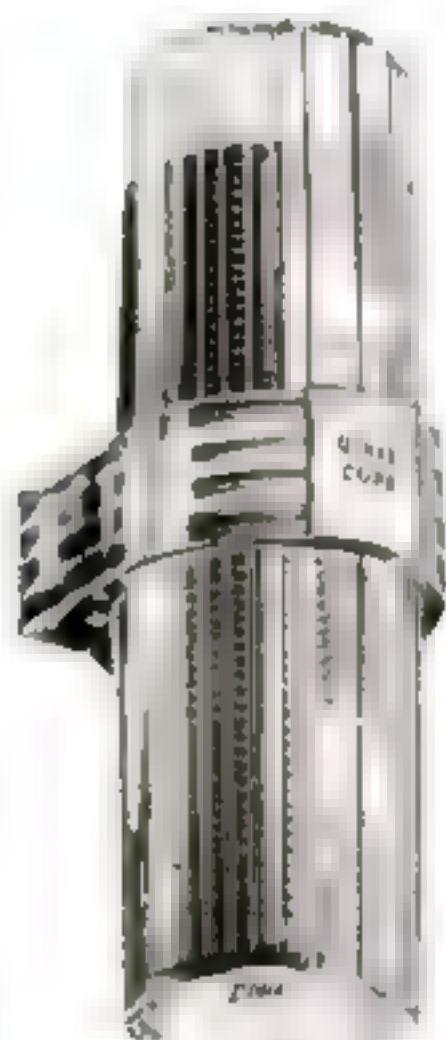
Member Pennsylvania Grade Crude Oil Association

*Most useful
kitchen help since
paper towels!*



Dixie Cups

... NOW IN HANDY HOME DISPENSER



MORE FREE TIME FOR MOTHER

No Glasses to Wash
Clutter-Free Sink
Saves Valuable Glassware

CHILDREN LOVE 'EM
They're Fun to Use
Drinks for Junior's Gang
Portion-Size Prevents Waste



WON'T SPREAD GERMS

Replaces Messy Bathroom Glass
Each Has His Own Clean Dixie
Safe in the Sickroom

Handy Home Dispenser

ATTRACTIVE! INEXPENSIVE! EASILY MOUNTED!
At your favorite Super-Market, Grocery,
Variety, Drug, Hardware or
Department Store.

*Dixies do so much
... cost so little*

Now Big, Economy-Size Boxes of Dixies
Give You Every-Day Dixie Cup Con-
venience at a New, Low Price.



If it doesn't bear the name Dixie... it isn't a Dixie Cup

DIXIE CUP COMPANY, EASTON, PA.

CARTIER-BRESSON CONTINUED

'LIFE' PRINTED THESE



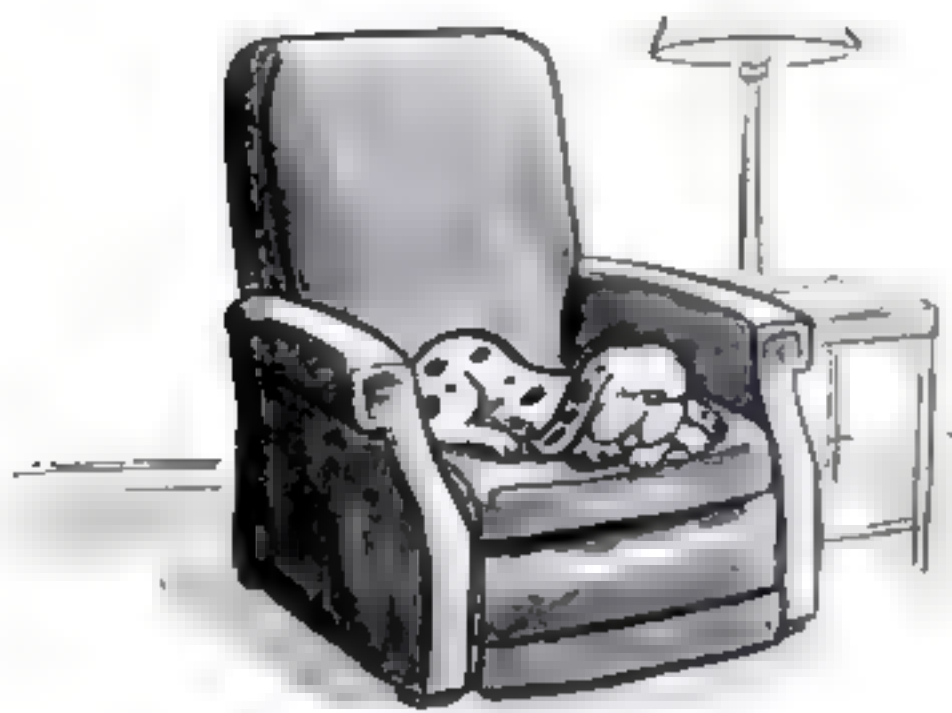
WOMEN OF THE WORLD were spotted by Cartier-Bresson as he walked in Mexico City in 1934. He thought them "revolting but intriguing" and couldn't resist taking this photograph, which precisely conveys his feeling.



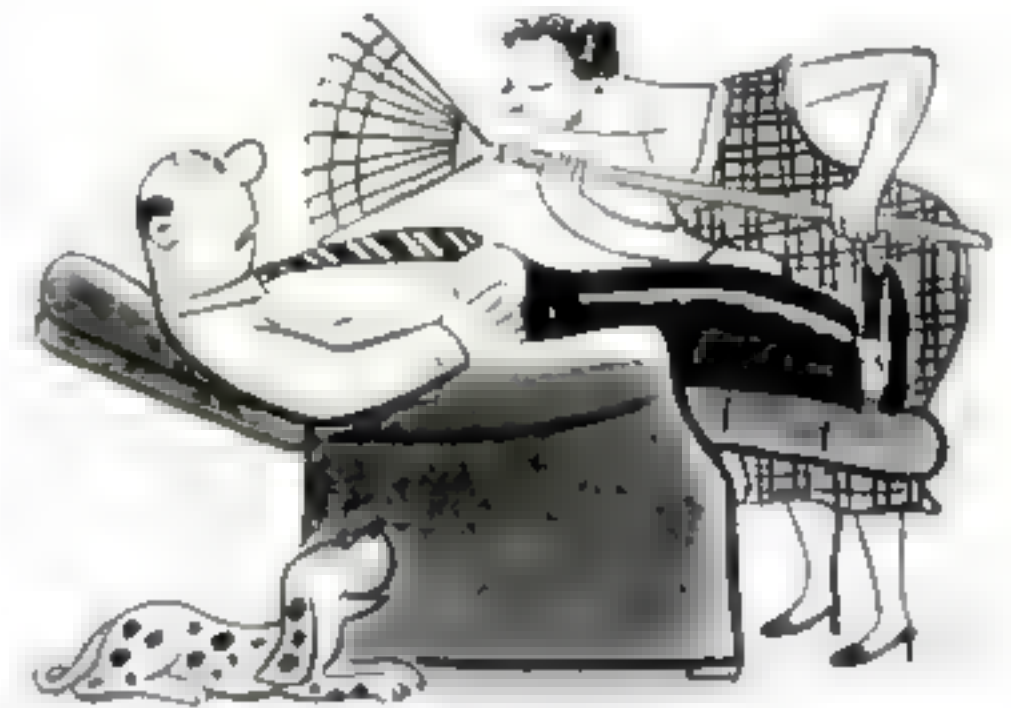
MAN OF THE AVENUE was photographed in Marseille. Cartier-Bresson says, "I was walking behind this man, when for some reason he stopped and turned. I shot him quickly. In another instant he was on his way again."

CONTINUED ON PAGE 144

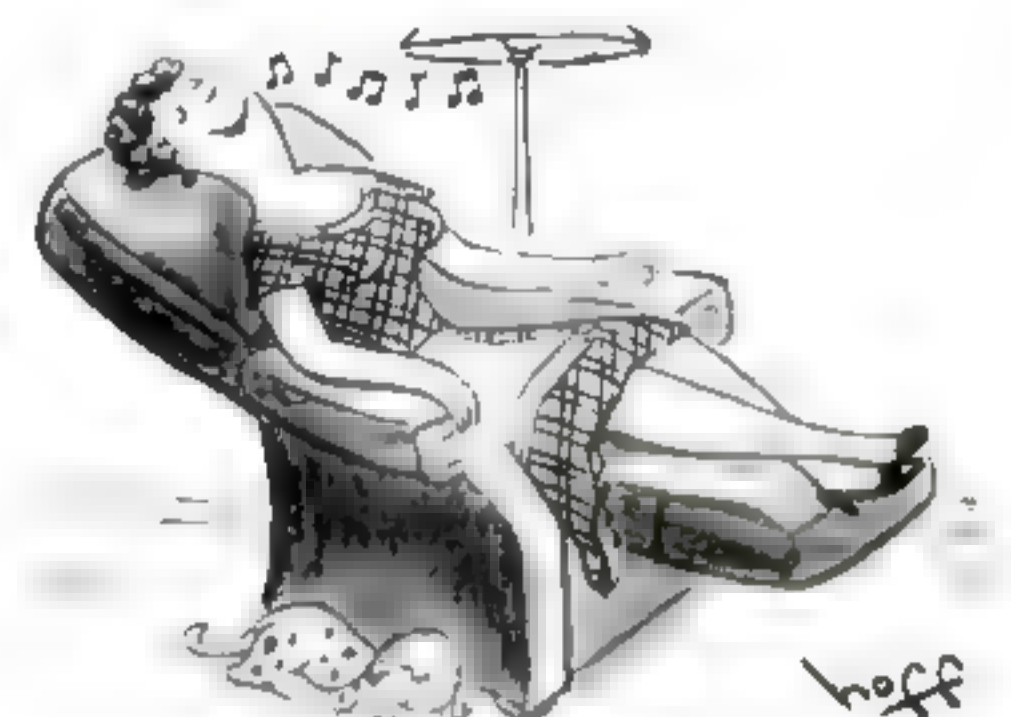
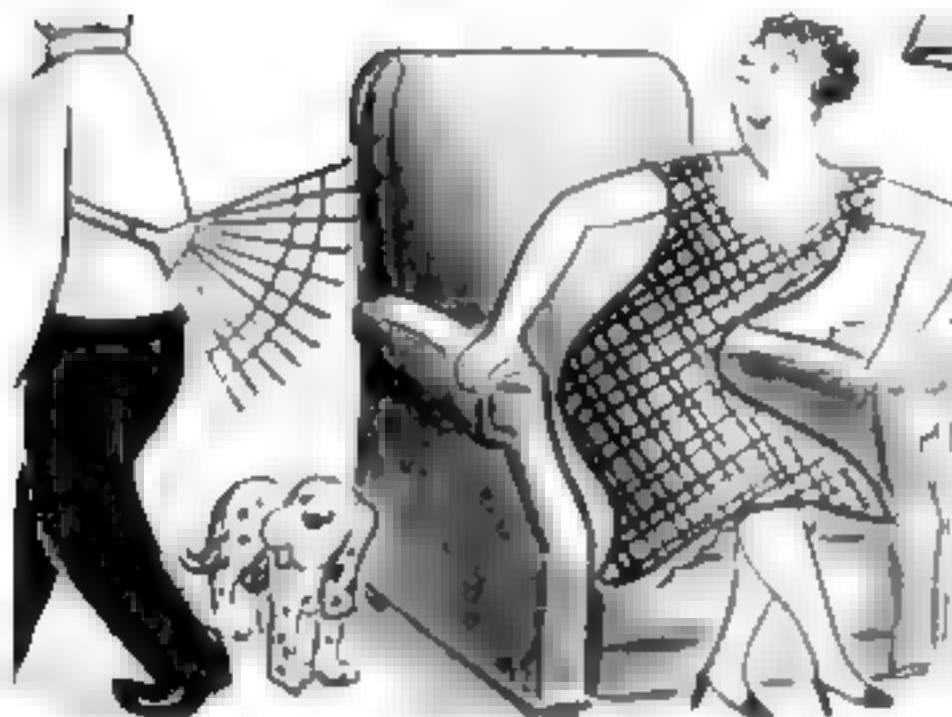
FOUND: A CHAIR THAT MAKES YOU RELAX !



At first glance a BarcaLounge is like any other fine chair. Made by master craftsmen to highest quality standards, it is superbly finished in beautiful decorator fabrics, plastics and leather.



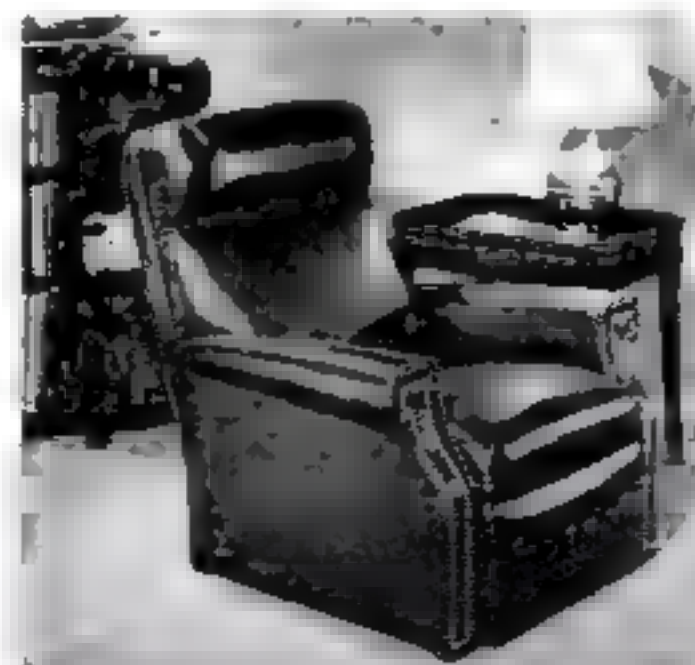
But sit down and lean back...and what a surprise! Patented "Floating Comfort" cradles you in any position from sitting to full reclining. The BarcaLounge is actually more relaxing than a bed!



The BarcaLounge eases the strain on the heart, relieves nervous tension. No knobs or levers to operate — its action is automatic! See the genuine BarcaLounge at your favorite store now!

SIZES TO FIT almost everybody, whether you play center on the basketball team or rode the winner in the Kentucky Derby! Look for the name "BarcaLounge" under the footrest! Barcalo Mfg. Co., Buffalo 7, N. Y. In Canada, T. EATON CO.

"FLOATING COMFORT" Only BarcaLounge gives you "Floating Comfort", the patented design made from studies of people floating in water...most relaxing position in the world. Ask any of the nearly 100,000 enthusiastic users!



THE ONE AND ONLY **BarcaLounge**
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CARTIER-BRESSON CONTINUED



AN INFORMER for the Gestapo is exposed by an inmate at a camp for displaced persons at Dessau, Germany in 1945. Even in action picture like this one Cartier-Bresson has almost perfect composition. He never crops his prints.



A BANK RUN which became a riot was photographed in Shanghai. Cartier-Bresson explains that in having to shoot quickly he got part of picture out of focus but feels that the blur carries with it the frenzy of the moment.



RICE FIELDS in Sumatra show Cartier-Bresson's deep feeling and sympathy for the Orient and its way of life. This picture presents his belief that "photography implies a recognition of a rhythm in the world of real things."

You pay twice for every bottle!



Once for the whiskey...once again for the TAXES!

Every time you buy a bottle of whiskey, you pay about double for it. Probably *more* than double.

You pay once for the merchandise... once again for the *taxes* on it.

Of every dollar you spend for legally distilled spirits, more than half goes for Federal, State and local taxes.*

No other product carries such an excessive tax burden!

Liquor taxes are so heavy today they have brought bootleg operations back on a scale that rivals prohibition's worst.

Last year alone, authorities seized 20,402 illegal stills, with a capacity greater than the actual 1951 production of the entire legal distilling industry! And when those outlaw stills operated at capacity, they cheated Uncle Sam out of \$6,435,000 a day in tax revenue.

The legal distilling industry expects its products to be taxed as a major contribution to America's

public treasuries, but the present Federal tax of \$10.50 a gallon defeats its very purpose. A return to the 1942 rate of \$6.00 a gallon would accomplish these things:

YOU WOULD SAVE an average of 89¢ a "fifth", 56¢ a pint and 28¢ a half pint on your purchases of legal whiskey. Liquor prices would come down to average-income levels.

BOOTLEGGING, which thrives solely on its "no-tax" price advantage, would become less attractive to criminals; the graft and corruption which accompany all highly profitable outlaw activities would be reduced.

FEDERAL, STATE AND LOCAL TREASURIES would recover some of the millions in tax revenue now being lost. *Actually, these losses are yours.* Everybody must help make them up in other taxes.

Today, you pay twice for every bottle you buy... *and everybody loses but the bootlegger!*

Up 854% since Repeal!

The Federal excise tax on distilled spirits has risen from \$1.10 a proof gallon in 1933 to \$10.50 today. Other taxes add an average of \$2.80 more, making liquor the highest-taxed of all products. A more realistic Federal tax would increase revenues by pricing legal liquor within the reach of average-income buyers.



*Based on the average national retail price of a "fifth" of whiskey.



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***Millions more buy
Sparkling Canada Dry Water
because they like it better—
AND SO WILL YOU!**



the reason is

Blend-ability

Blend-ability is the unique ability of Canada Dry Water to point up the flavor of any drink... to make every kind of drink taste better. It is the result of these Canada Dry exclusives:

- Exclusive "Flavor-Balanced Formula"
- Exclusive "Pin-Point Carbonation"



**Over 900,000,000*

highballs were made with
Canada Dry Water last year.

SEQUEL

**Here are formal photos of players
in story Notre Dame has criticized**

Last week Reverend Edmund P. Joyce, C.S.C., chairman of the Notre Dame Faculty Board in Control of Athletics, issued a statement accusing *LIFE* of "gross misrepresentations" in an article published in the Sept. 29 issue entitled "The Fighting Irish Look Tough Again." Four unretouched pictures of players with missing or bloody teeth were published which, according to Father Joyce, gave the impression that most football players are toothless. In addition he called attention to errors made in identification of the players.

In its story *LIFE* intended merely to convey the idea that football is a robust sport in which bruises, broken bones and knocked out teeth are accepted as part of the game and that Notre Dame players are as vigorous as they come. *LIFE* devoted considerably more space to an analysis of Notre Dame plays and stars than to these controversial pictures. Since some readers have felt that the roughness of the sport was deliberately exaggerated, *LIFE* is glad to demonstrate that this was not its intention by publishing the four pictures on the opposite page. They were mailed in by Captain Jack Alessandrini of Notre Dame and are studio portraits of the players shown in the original story, printed exactly the same size. *LIFE* did err inexcusably in three identifications and the pictures are now captioned correctly. The two players whose names (but not pictures) appeared erroneously in the article are shown at the bottom of this column. To the individuals concerned as well as to Notre Dame *LIFE* expresses its regrets and to complete the record publishes the full statement of Father Joyce, as follows:

"Four players were pictured as representative of Notre Dame's present football team. The facts are these: two of the players pictured by *LIFE* have never participated in a Notre Dame game. Three of the four pictured were falsely identified as well-known varsity players. Three of the falsely identified varsity players are still smiling with their own front teeth.

"Apart from these glaring inaccuracies in the *LIFE* report, the impression remains that most football players are toothless. Here are more actual facts: 94% of our varsity squad have never lost a tooth playing football at Notre Dame. Three out of 50 players have. As for high school football, only one other of the players (incidentally one of the group *LIFE* featured) lost some teeth in high school competition.

"It is difficult to find justification for the gross misrepresentations and the false impression created by a publication which prides itself upon an accurate portrayal of American life and institutions. Caricature is a valid form of humor, but caricature based upon crass falsification that injures reputations is hardly humorous, nor is it in keeping with the basic fairness which perhaps most of all characterizes American life.

"*LIFE* recently editorialized on the implication of slander in the context of American political life. We hope the editors of *LIFE* will reread that fine plea for fairness which they wrote and think of other obvious implications."

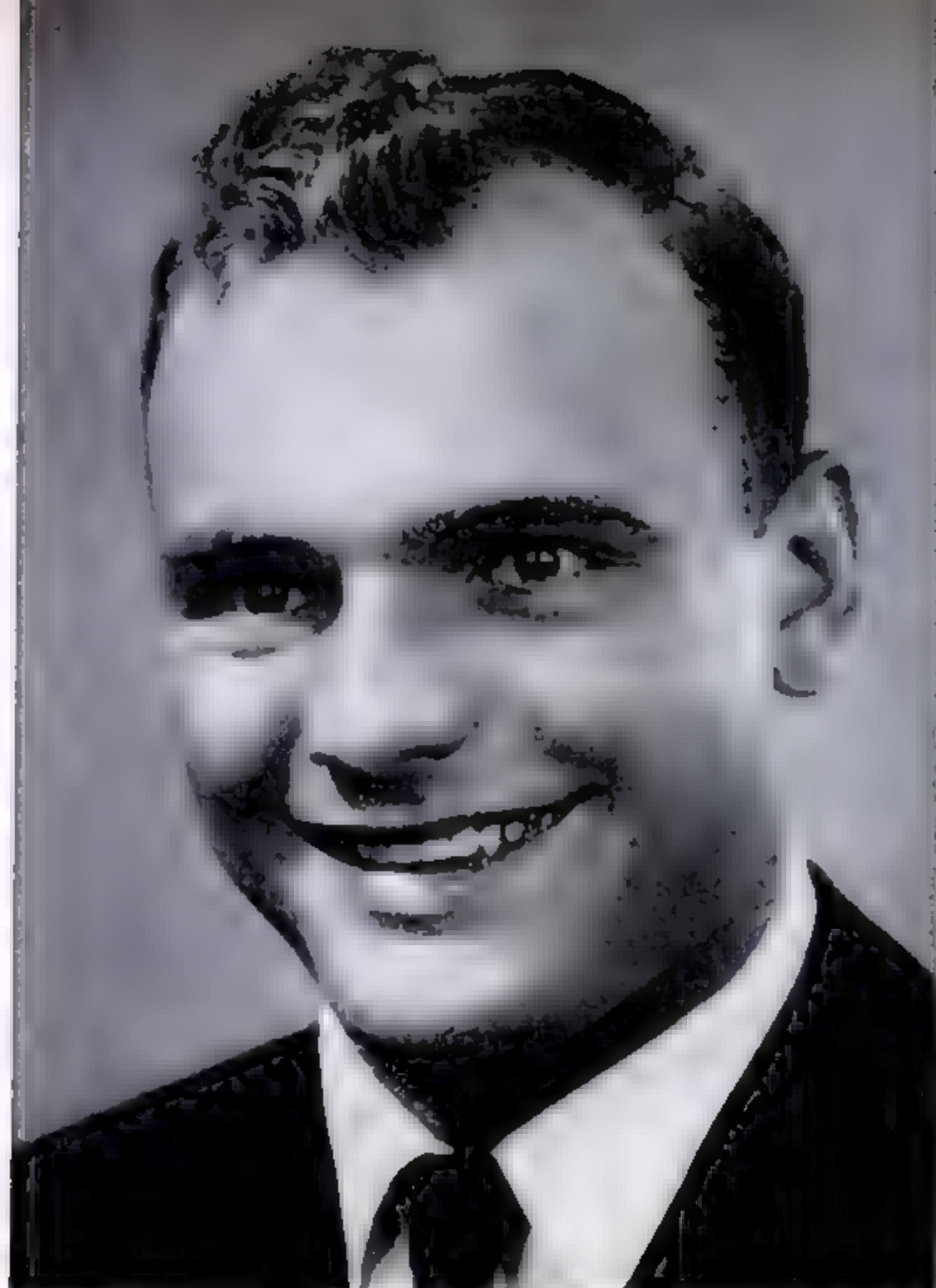
LIFE does indeed pride itself on its accurate portrayal of American life and its reputation for fairness. Errors occur once in a while, but it is *LIFE*'s policy to correct them rapidly and completely.



VIRGIL BARDASH had his name originally under Nowack's picture



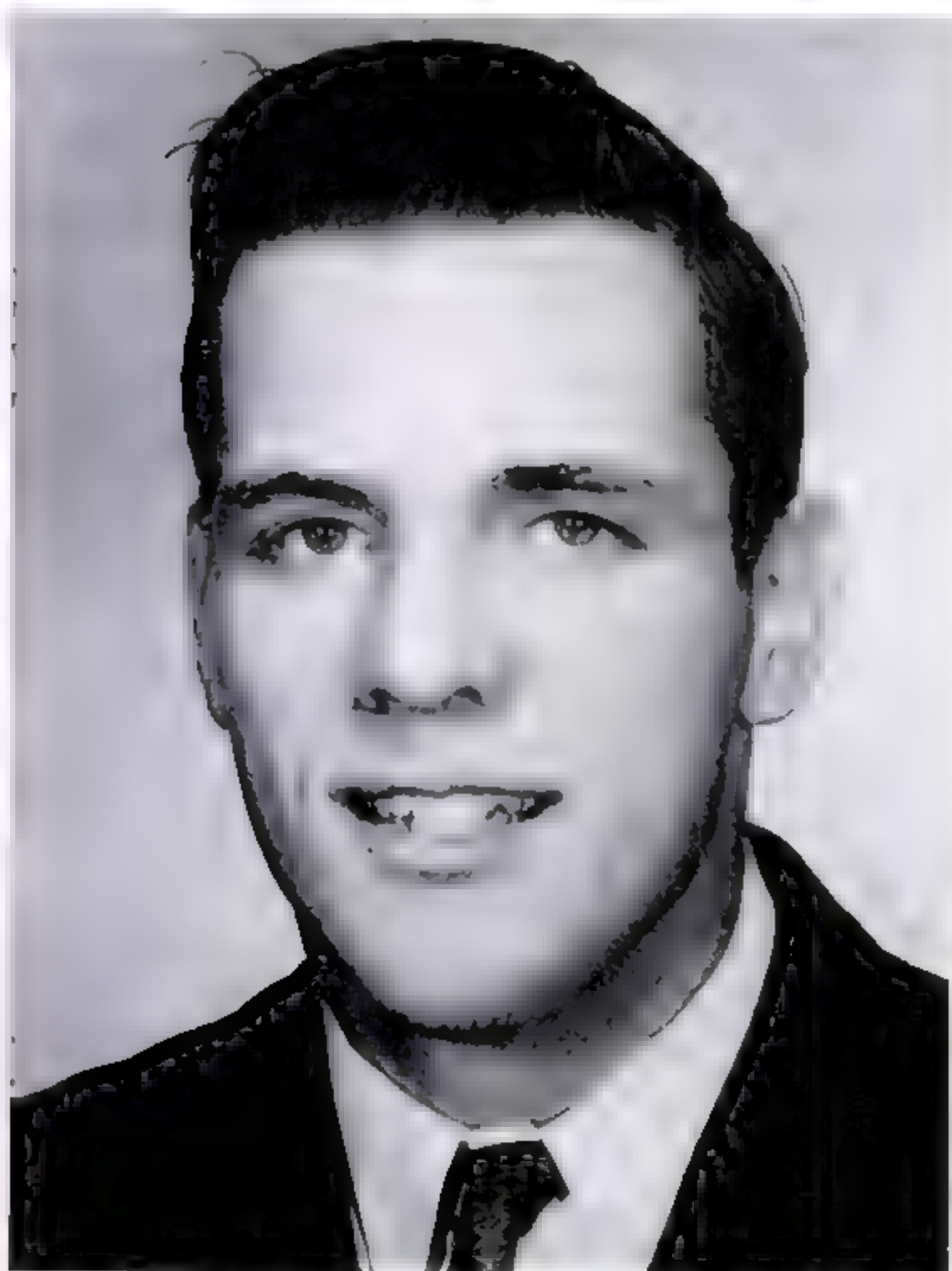
TOM CAREY, whose name was under Lee's photo, is a quarterback.



ARTHUR NOWACK, whom the original LIFE caption erroneously identified as Virgil Bardash, is 20-year-old junior from Rochester, N.Y. He is a reserve center.



JACK LEE, who was identified as Tom Carey, is a 20-year-old sophomore from Medford, Mass. He plays at guard, is a first stringer on the team's defensive platoon.



DAN SHANNON, who was identified as Jack Lee, is a 19-year-old sophomore from Chicago. A fullback, he is a defensive first stringer, a reserve on offensive platoon.



BOB MARTIN, who was correctly identified in LIFE's original story, is a 20-year-old junior from Davenport, Iowa. He is a reserve quarterback and a left-handed passer.

Smart young Americans are changing
to PHILIP MORRIS ***—WHY DON'T YOU?***



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tasty mildness, rich flavor, pleasant aroma.
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You'll be glad tomorrow... you smoked PHILIP MORRIS today!

CLOSE-UP



TOUCHING FINGERTIPS WITH HER HUSBAND'S ENTHUSIASTIC SUPPORTERS, MAMIE EISENHOWER BIDS WARM FAREWELL TO CROWD AT BALTIMORE STATION

THEY LIKE MAMIE, TOO

Ike's unassuming wife has become a bright star on the back platform show

by ROBERT WALLACE

WHEN the Eisenhower campaign train stops in city or town the general steps out on the rear platform, delivers his speech or, if it is truly a whistle stop, simply waves and grins. Then he turns to the open door behind him and says, "And, folks, here's my Mamie" (see cover).

The crowd begins to cheer dutifully, as any crowd might do in greeting the wife of any candidate. But then as Mrs. Eisenhower emerges and stands beside her husband the cheering suddenly explodes into a tremendous prolonged roar. The mayor's wife, standing below the platform with a bouquet, can feel the stems of the flowers quiver in her hand. Reporters can feel their notes vibrating like the

cone in a loudspeaker. The noise is overwhelming, even louder than the earlier cheers for the general himself. When it dies down Mrs. Eisenhower says "Thank you very much" or "You are very kind" and then the train moves on.

Between the instant when the crowd first sees Mrs. Eisenhower and the instant of explosion there is a brilliant flash of communication, an exchange of emotion between the woman on the platform and the people below. There is no awe in it, as there is in the reaction of the crowd to the general, and there is no ready explanation for it. Somehow the crowd, which has never seen Mrs. Eisenhower before and knows only that her name is Mamie and that she has a peculiar

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Hi-Lo Table
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New... ZEDALON Ironing Table Cover
OUTWEARS OTHERS up to 5 TO 1
Sensational new Zedaloon cover is as scorch resistant as asbestos type... outwears others up to 5 to 1. Custom fit assures snug, taut surface... perfect for steam or dry ironing. Fits all standard size ironing tables. ZEDALON CUSTOM COVER & PAD \$4.95.

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6:45 A.M. APPEARANCE, which Mamie and Ike made at door in Salisbury, N.C., is re-enacted to oblige photographers who did not get up in time.

MAMIE EISENHOWER CONTINUED

hairdo, seems instantly to feel a warm friendliness for her, as though it has known her for many years. This feeling, however illogical, is an extremely important political fact. No one can say precisely how important, but the New York Times's top political reporter, James ("Scotty") Reston, having watched her in action for some time, made a reasoned estimate a fortnight ago. "Mamie," he wrote, "must be worth at least 50 electoral votes."

Whenever Ike appears in public, to speak, to shake hands or merely to grin at the voters, Mamie stands nearby looking at him with a truly rapt and beautiful smile. If she forces that smile she is the best actress since Duse. If it is sincere—and there is every indication that it is—then Mamie must still be deeply in love with her husband after 36 years—a condition which warmly draws the crowds to her. Another element in her appeal is her appearance, which the whistle-stop audiences find somehow reassuring and cheering as well as attractive.

Mamie looks five or six years younger than her 56, although her black hair is heavily streaked with gray. She is 5 feet 4 inches tall, weighs about 138, and has small hands that move about like moths in front of her when she talks. She wears a constantly cheerful expression but there is nothing giddy about it. She is a handsome woman, handsomer in person than in photographs, although no one has called her a glamour girl lately. She wears bangs, and has always worn them, because she has an extremely high forehead. The over-all impression she creates is one of attractiveness and humor. Her friendly face somehow invites a feeling of long acquaintance and makes strangers feel that her life must have been very much like their own, although in fact it has not.

The first red carpet

MAMIE GENEVA DOUD was born on Nov. 14, 1896, in Boone, Iowa. Her father, John Sheldon Doud, was a shrewd businessman who managed his own meat packing company so successfully that he was able to retire at 36 before his life was half over—he died, still spry and chipper, last year at the age of 80. Her mother, Elivera Mathilda Carlson, married John Doud at 16 and had four daughters before she was 25—Mamie, her second, was born when Mrs. Doud was 18. Now 74, Mrs. Doud is an alert, wise woman with a dry humor. Her friends and relatives, including General Eisenhower, call her "Min" after a character in the comic strip *Andy Gump*. Until she was 70 she drove a 1912 Electric around Denver and had never been in an airplane; since then she has flown four times across the Atlantic, and can now be found campaigning stoutly with the Eisenhowers in the West.

By the time Mamie was 6 the family had settled in Denver,



Correct: The gray flannel suit is ideal for the office and everyday town wear.



Conservative: Worn with Homburg, it comes into its own on more formal occasions.



Casual: Trousers may be worn separately with sport jacket. (The ladies' suits, too, have been tailored by Hart Schaffner & Marx.)

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It is undoubtedly the most useful and flattering suit a man can own. It combines the utmost in correctness with the utmost in comfort for nearly every occasion.

Weekdays you can wear it to work. Sundays you can wear it to church. Saturdays you can mix jacket or trousers with other clothes in your wardrobe and you're off to the country club.

And if it is an Eton flannel—made only by Hart Schaffner & Marx—it will have a special distinction to the fabric, the cut, and the tailoring that will last throughout the long lifetime of the suit.

**HART
SCHAFFNER
& MARX** 





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These are more than good scotch grains

Up Autumn hills and stadium ramps, up and down the streets of America, Scotch Grains are on the march again.

Rugged, long-lasting, rich and mellow Scotch Grains are far and away the most favored shoes for Fall.

But these Scotch Grains are more than that.

They are made by Thom McAn under quality standards that have been steadily raised for 30 years.

They are made by Thom McAn, whose New England shoe craftsmen apply their unsurpassed skills to the most modern machines in the world.

They are sold by Thom McAn, in Thom McAn's own 570 stores, direct to you.

That's why such high quality can be brought to you at such a low price.

That's why Scotch Grains—or any shoes made by Thom McAn—are *more* than just good shoes.

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Fall's favorite
SCOTCH GRAIN
New rolled seam moc-
casin style Fine leather
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Creamiest, smoothest lipstick ever created!
because it's rich in creamy soft lanolin.
Never scuffs, never leaves a kissprint!
Lips stay so lovely soft ... *plus* too!*

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— Spellproof Cutex! Made with French
beautful Cutex — its "La La Jewel"
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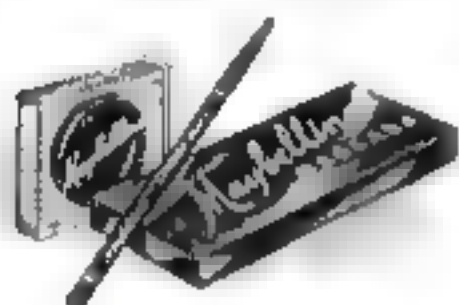
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Glorified by RED HOT 'n BLUE... "that beautiful American look"... the fresh, vibrant, lovely look that invites compliments, inspires romance... can be yours with these exciting products.

Begin with a quick home facial...



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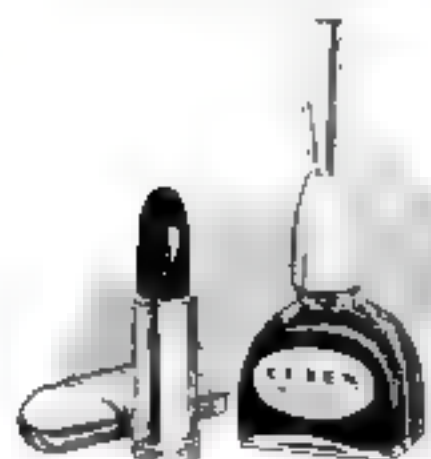
That looks so naturally curly...



For head-to-toe smoothness...



Now for the finishing touch...
breathtaking color!



Northam Warren Corp.



PORTRAIT BY HUSBAND shows Mamie with straight bangs. Ike painted it in Europe last year.

MAMIE EISENHOWER CONTINUED

had a small, rumble-seated Pullman automobile which Mamie could not learn to drive. A few weeks after their marriage Ike was sent to Leon Springs, a camp not far from Sam Houston, for temporary duty. Mamie bore his absence stoically for a few days, then decided she could bear it no longer. On her first attempt to get the Pullman under way she drove it halfway into the basement of their house. Later, after a squad of officers had lifted the car back onto the driveway, she managed to get all the way to Leon Springs without accident. Once there, however, she was unable to stop the Pullman and drove forlornly about for some time, shouting for help. At length Ike heard her, jumped on the running board and pointed to the brake. In the years afterward Mamie made a few more attempts to drive, but gave it up completely in the mid-'30s and has used chauffeurs ever since.

After a few months at Sam Houston the Eisenhowers began a life of almost constant motion. By Mamie's estimate they have uprooted themselves some 25 times in 36 years, have lived in the Canal Zone, Europe and the Philippines and in Army posts all across the U.S. The only home they have owned is a farmhouse near Gettysburg, Pa. which they bought in 1949 but have never lived in. If they spend the next four years in the White House, that will be a long time for them to remain in one place.

For the fudge-and-mayonnaise girl from the wealthy family, this had been a hard, exhausting life, and she has lived it with a good deal of gallantry. Now, remembering the years she spent in Panama in the early '20s, she speaks with humor of things that must not at the time have been particularly funny. "We had bats crawling under the screen door every night. There were bats all over the place, and every manner of crawling thing. There were cockroaches that long. We fought vermin all day. Sometimes we'd have to take newspapers and light them in kerosene and burn them along the beds. . . ."

Another sober aspect of their career tends to be forgotten when one thinks of the five stars Eisenhower finally came to wear on his shoulder. For 12 years between wars Ike was a major, living on \$250 to \$400 a month, unable to look forward to promotion because the Army had a low budget, plenty of high brass and no rank to give to its younger officers. In those years Mamie learned to manage all of the family finances and to give each dollar a brisk squeeze. (She still handles the money. The Eisenhowers have a joint account, on which Ike rarely draws. Mamie pays all the bills. "There may have been times when we had only a dollar in the bank, but we have never owed a cent in our lives," she says.)

Oh, to be a baby-sitter!

MAMIE'S first child, Doud Dwight Eisenhower, was born in 1917 at Fort Sam Houston—four days after the Army, with its gift for timing, had ordered Ike to Fort Oglethorpe, Ga. Mamie was a fond and anxious mother and suffered an enormous shock when the boy, whom she called "Little Icky," died of scarlet fever in 1921. Even after 31 years Mamie still feels the loss very deeply, although her friends point out that she never allowed it to make her over-protective of her second son, John Sheldon Doud Eisenhower,

CONTINUED ON NEXT PAGE

**NO OTHER
BILLFOLD**
has this
*Double-Gusset
Construction!*



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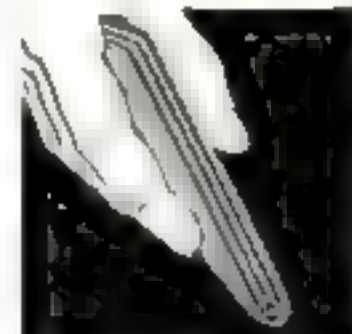
That's why the
MEEKER 749
Holds More.

but Folds Flat!



Upside-down view of billfold showing unique gusset expansion at both bottom and ends.

Right-side-up view, showing how billfold, because of the double gusset, opens up to almost unbelievable capacity.



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If you were stranded on a desert island and had your choice of any one food to live on, what would you choose? Let's put that question another way. What single food supplies more necessary body-building protein, vitamins and minerals than any other? Why the answer is milk, of course!

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So the next time you're at your grocer's, ask yourself this question: "Why don't I try Starlac, the nonfat dry milk that is so delicious, healthful and economical?"

Get your "Quick-Mix" unbreakable plastic shaker—holds 1½ quarts—a \$1.00 value for only 50¢ and 1 Starlac box top. Send to

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FLAVORS
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HIGHLY APPROVING MAMIE looks on as President Truman congratulates Ike after bestowing D.S.M. in June.

MAMIE EISENHOWER CONTINUED

who was born in Denver in 1922 and is now serving as an infantry major in Korea. In 1947 John Eisenhower married Barbara Thompson, a colonel's daughter, and in 1948, with the birth of Dwight D. Eisenhower 2nd, Mamie became a grandmother, a condition she describes as "the most wonderful disease in the world." She now has two granddaughters as well, Barbara Anne, 3, and Susan Elaine, 8 months. Given her choice of occupations, Mamie would prefer to be a baby-sitter for these children above all else.

When Eisenhower began his quick rise to fame at the beginning of World War II, Mamie remained out of the headlines. She moved into the Wardman Park Hotel in Washington and began one of the longest bouts of mah-jongg in history. With the wives of seven other absent officers Mamie played the game almost every afternoon for three full years. In the evenings her friends took turns cooking dinner, after which Mamie invariably washed the dishes. (She still plays mah-jongg occasionally but now prefers canasta, on which she concentrates with awesome endurance. While other generals' wives availed themselves of the chance to write newspaper and magazine articles about the war, the home front, the necessity for fortitude and their husbands' careers, Mamie wrote nothing and rarely uttered a public word. At the end of the war the general's name was known in every part of the world but his wife could walk through the corridors of the Wardman Park unrecognized by people who lived only a few doors away. Even those who had once been introduced to her might not at first glance have known her—with both her husband and son overseas, she had lost 30 pounds and weighed scarcely more than 100.

Mamie's reluctance to appear in the limelight was a matter of principle and was not because, once there, she might have done badly. She has always been a remarkably adept hostess and is at ease anywhere with anyone. When the Eisenhowers were still in SHAPE in France early this year, one of Mamie's friends returned

CONTINUED ON PAGE 15



HOME FOR MAMIE during her husband's tenure as NATO commander was this lovely French villa, located in the Marnes-la-Coquette suburb of Paris.



WANTED—Throughout Latin America

Cantinflas, Mexico's great comedian, is in popular demand throughout Latin America. His sad eyes and mobile mouth entertain millions of people.

And with its first issue in January of next year, the new Spanish-language edition of **LIFE** will also be in popular demand throughout Latin America. Its expressive pictures and incisive prose will entertain and inform hundreds of thousands of Spanish-reading people, including Cantinflas.

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Magic Touch is NEW ... a tinted cream
make-up so sheer your skin glows
through! ... yet it hides each tiny
blemish while it smooths and softens
and adds glorious color. ... Apply with
fingertips (with or without powder)—
so quick, so easy, so naturally lovely!

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Australian zephyr yarn! So smart
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of gleaming pearl! In a dozen
delightful fall shades. Sizes 34 to 40.
about \$6

wonderful
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at better stores, or write Bradley Knitwear, Inc., Cleveland 12, Ohio

MAMIE EISENHOWER CONTINUED

from a visit wide-eyed over Mamie's adjustment to the stratospheric social life. "There was King Haakon," said the friend, "and there was Mamie, talking with her hands, still as peppy as ever. Her conversation is gay and animated but not the sort that lends itself to quotation. Mamie also has a facility for the merciful remark, the joke that attracts attention while someone else removes his foot from his mouth. At a Washington banquet for General George Marshall, ex-Ambassador to Japan Joseph C. Grew, serving as toastmaster, said in a loud voice that Marshall wanted nothing more than to retire to Leesburg with Mrs. Eisenhower. While the guests roared, Grew squirmed unhappily and murmured, "My apologies to the general." Mamie smiled at him and replied, "Which general?"

In the years after the war—at Columbia University, at SHAFER at the convention and now in the campaign—Mamie has done her best to remain inconspicuous, but with small success. When she went with Ike to NATO headquarters near Paris she hoped to decorate their house quietly and in accordance with her own taste—she likes soft colors, particularly pink and green. But on her arrival she found that fourteen French designers, one for each room, had been assigned to help her, and that all had very strong ideas. There was a sharp, short battle which Mamie won, but not without sacrificing some of her anonymity. Another issue that threatened briefly to give her some unfortunate publicity, at least in France, arose because of her deep sense of economy. She window-shopped at the salons of the top Parisian dress designers, but for a long time could not bring herself to buy anything. "Can you see me paying \$700 for a dress?" she once whispered to a friend. At cocktail parties guests would ask her where she had bought her hat, assuming that it had come from one fashionable Paris house or another, and Mamie would reply, "I got it by mail order from home. It cost me \$9.95." This did not delight the French, but the matter was settled happily when Mamie ordered her campaign wardrobe in Paris. The French remain very fond of her, but regard her as a woman with a certain firmness of mind.

When she came home before the convention, Mamie hoped that she might be able to lead a reasonably undisturbed life but soon found otherwise. She receives—and answers—hundreds of letters a week, many of them urging her to cut off her bangs, which she has no intention of doing, or to take a stand on some current issue. Because it takes as much effort to avoid entanglement in politics as it does to get entangled, Mamie is now working a full 16-hour day not making speeches and not taking stands. Thus far in the campaign her longest public addresses have contained 15 or 20 words and their substance has always been the same—"Thank you very much." Rarely, when she is pinned against the wall by a relentless swarm of reporters, Mamie will produce a quiet and highly noncontroversial opinion. "Of course the Korean war must be settled soon," she will say, "but of course we don't want peace at any price."

As the Eisenhower campaign train moves through the West on its last long swing before the election, the general makes the speeches and the general makes the headlines. If the general becomes President, that will continue to be the case. No one will ever find Mamie seeking attention or involved in any controversy, nor will she be found aloof and unapproachable. She will have all the highly commendable dignity of Bess Truman enlivened with a touch of Ethel Merman on the side.



THIS IS MAMIE'S VIEW of Ike a good deal of the time during campaign. She sits quietly and always pays close attention to her husband's speeches.



2½ GALLONS A DAY WAS CROW'S ORIGINAL PRODUCTION

In a log cabin near Frankfort, Kentucky, pioneer distiller James Crow, more than a century ago, began to produce small batches of the famous whiskey that still bears his name.

OLD CROW

Kentucky Straight Bourbon Whiskey

James Crow won fame as Kentucky's first scientific distiller. The whiskey that bears his name continues to be made on the same site, using the same limestone spring Colonel Crow discovered. Still considered a standard of perfection among Kentucky bourbons, Old Crow's fame today is world-wide.

A TRULY GREAT NAME

Among America's Great Whiskies





THE YEAR'S MOST EXCITING

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Electric

PORTABLE, SILENT REFRIGERETT



Imagine serving icy drinks right from your own living room refreshment center! Doubles the pleasure of watching TV!



*Holds a
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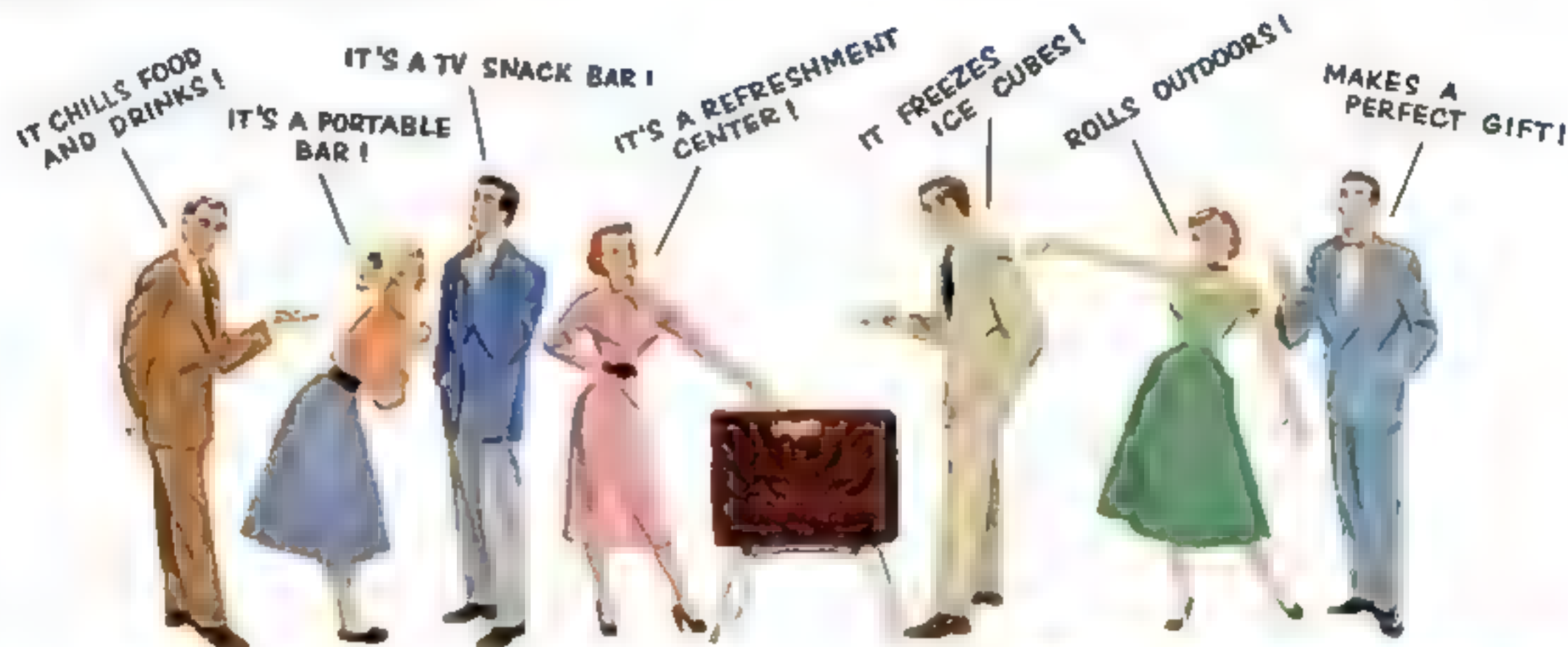
Chills all your
sodas, mixers, beer!
Handy removable
snack tray! 2 big
trays of ice cubes!

Just plug it in! AC or DC -all standard voltages from 32 to 230!
Permanently Silent! Freezing system has no moving parts...can't wear or
become noisy...carries 5-year warranty!
Inexpensive to run! Uses no more current than a 150-W bulb!
Portable! Carry it upstairs! Transport it in your car!
Stain-resistant! Alcohol-proof! Spilled drinks won't mar the cabinet!
Choice of finishes! Mahogany, blond or white! Legs or casters optional.
You can paint it! Any color you want! Even build it into a wall!

NEW IDEA FOR MODERN LIVING!

Wonderbar

STYLED AS SMART FURNITURE



Ah-h-h! COLD DRINKS AND SNACKS RIGHT AT YOUR ELBOW IN A SLEEK CABINET THAT'S SMART IN ANY SETTING!

Smart entertaining becomes so easy, when you own a Servel "Electric Wonderbar"! It's the *clever* new way to serve your guests!

And on quiet evenings at home... serve yourself right from your easy chair, while you read or watch TV! No more running back and forth to the kitchen!

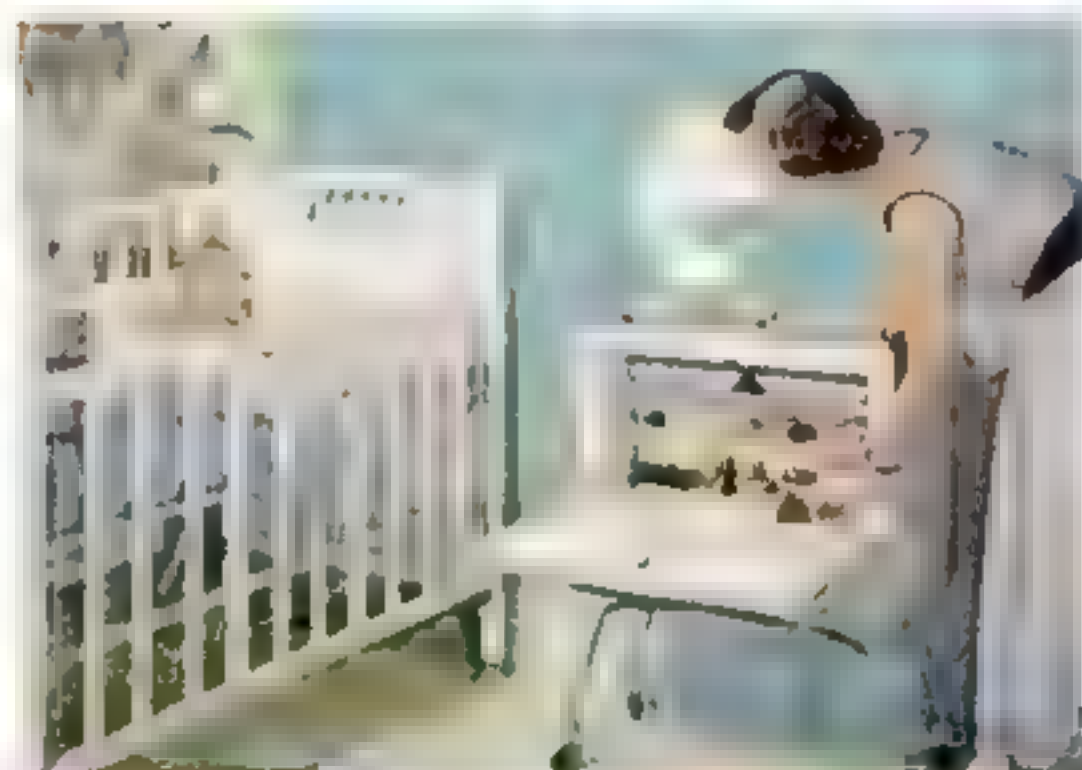
Every day, you'll find new ways to enjoy your "Electric Wonderbar"—for *family* fun as well as parties!

And what a thoughtful *gift* it makes! For businessmen—to entertain customers! Friends—to help spark their gay parties! Doctors—to store perishable serums! Anyone who has to fetch-and-carry for an invalid! Boat-owners (it operates on low-voltage DC current, *too*!)

Be among the first to own a Servel "Electric Wonderbar"! See it now—wherever fine appliances are sold!

Silent as a Moonbeam!

Put it by the bed! Saves many tiring trips upstairs to a sickroom or nursery!



Ideal in Office or Den!

Makes gracious hospitality just as easy as opening your desk drawer!



Wheel it Outdoors!

Enjoy it on your porch or patio! Great fun by the barbecue, *too*!



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REFRIGERATION and AIR CONDITIONING
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"First Time Out"



Now...

Green Giant BRAND Cream Style Corn

That old master of corn, the jolly Green Giant, brings you a cream style corn so rich and creamy that he signs his own name to this tender production. Your grocer (who knows a good thing) says, "Try it tonight!"

Green Giant Company, headquarters, Le Sueur, Minnesota.
Fibre Foods of Canada, Ltd., Toronto, Ontario

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KATHARINE HEPBURN AS A FIERY HEIRESS LACES INTO AN ADMIRER (CYRIL RITCHARD) FOR INSULTING HER FATHER, WHO LEFT HER 30 MILLION POUNDS

London Jumps the Gun on Broadway

HEPBURN AND OTHER AMERICANS HAVE THEIR TRIUMPHS IN ADVANCE

This past summer, while there were a measly 10 productions on Broadway, London had some 40 theaters going full tilt. This was partly because London, being cooler in July and August, always has a bigger summer season. But also the inescapable fact is that show business generally is far healthier in Britain than on Broadway. Production costs are much lower; tickets are cheaper; you can have coffee, tea or snacks served at your seat during intermission or buy a drink in the bar. The quality of British

playwriting is not notably higher than American, and English musicals are nowhere nearly as good. But the whole atmosphere of the British theater is more relaxed and more fun.

London jumped the gun on Broadway this summer with three hits, all of which involved Americans, and all of which could easily have been produced first in the U.S. Two of them (*Quadrille* and *Under the Sycamore Tree*, pp. 166-169) are headed for Broadway in the distant future; Shaw's *The Millionairess* with Katharine

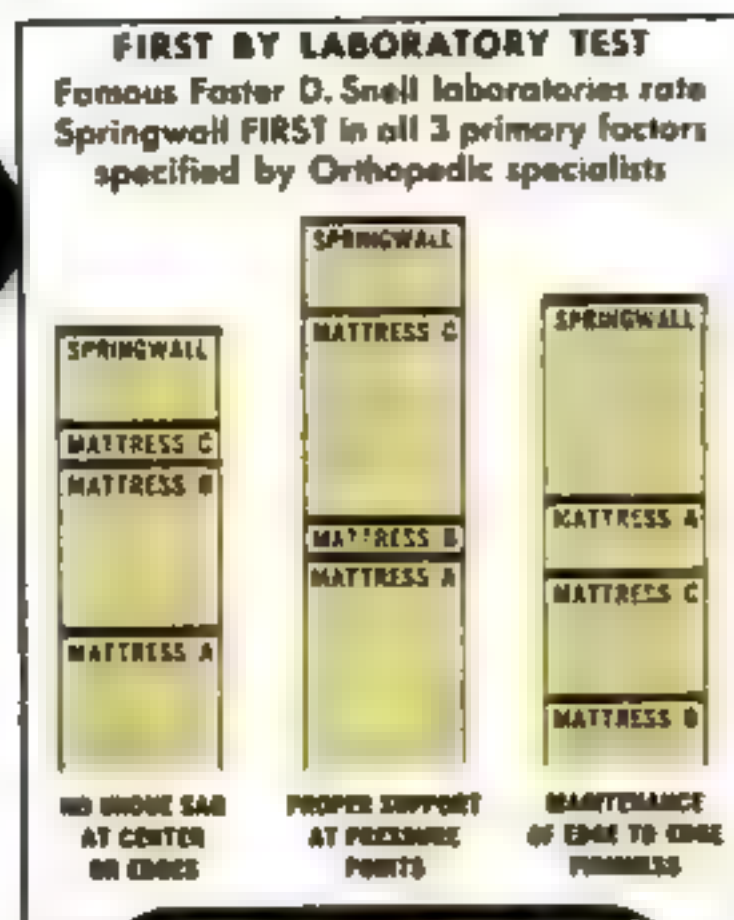
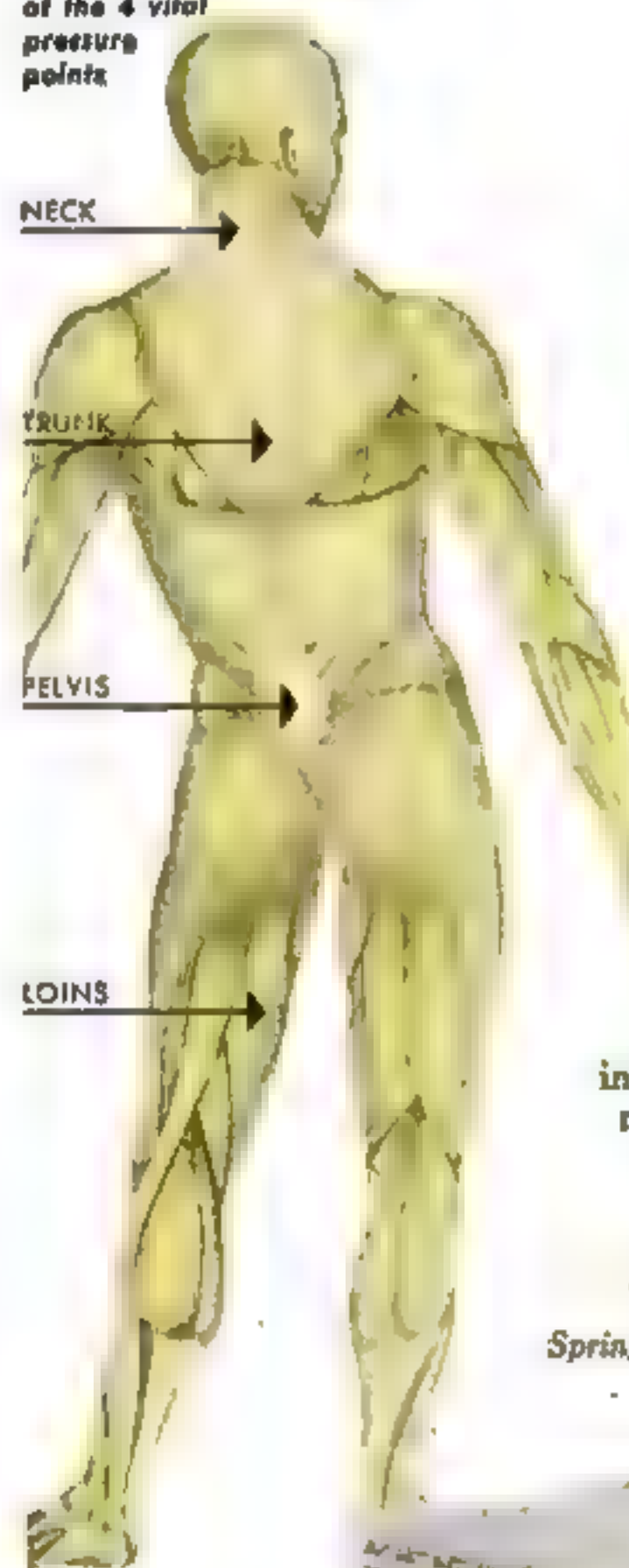
Hepburn is scheduled to open there next week.

Until Hepburn came along, Shaw's talky comedy, written when he was 80, never had a big professional production. But Hepburn hurls herself into it like a hurricane and makes it come stunningly alive. As the world's richest girl who is supposed to illustrate the evils of wealth, she cajoles or commands three lovers, practices jujitsu, breaks chairs as easily as she breaks hearts and gives one of the most electrifying performances in theater history.

Is Your Waking Back an Aching Back?

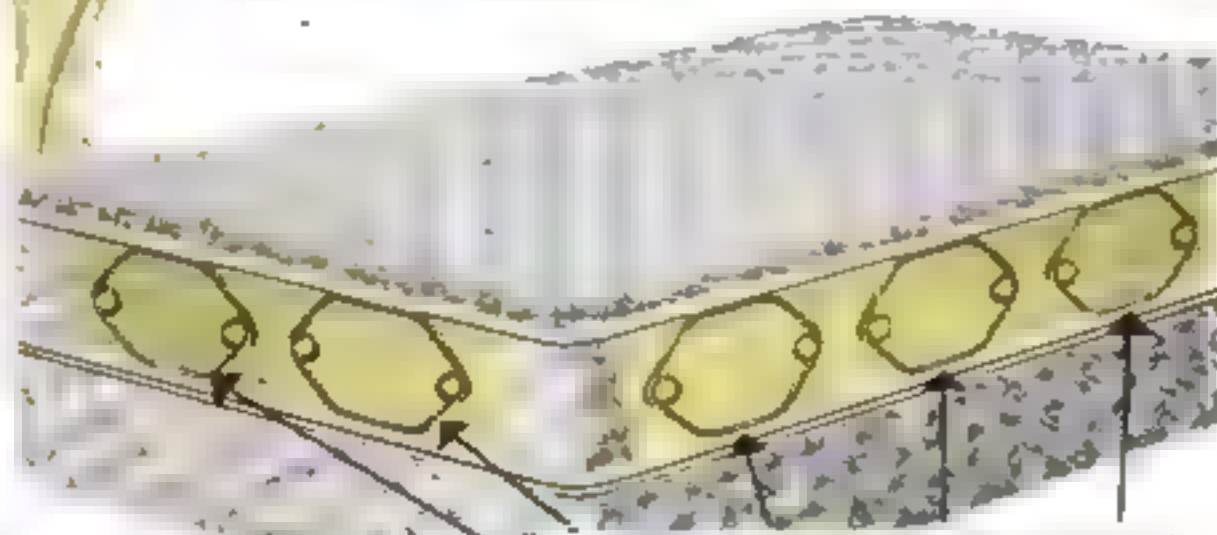
Take a tip from world-famous laboratories...who report Springwall FIRST for correct sleep posture...and for ideal relaxing sleep

TIRED MUSCLES REALLY REST ON SPRINGWALL —because it gives support at the 4 vital pressure points



Should a mattress be firm or soft? "Firm!" say medical authorities in a recent poll of over 4000 physicians, including 2200 orthopedic surgeons. And first for firmness is the Springwall Mattress... certified first in laboratory tests (see chart). Because Springwall has 12 spring-steel "shock-absorbers" that positively prevent sag. Just imagine! Springwall prevents sag at the edges and in the middle. The entire sleeping surface remains firm from edge to edge—even if you sit, jump, bounce on it. You wouldn't dare do that on any other mattress!

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Guaranteed for 10 years against structural defect.

WHY SPRINGWALL PREVENTS SAG!

12 carbon steel springs—4 along each side, two each front and back, absorb the shocks that allow an ordinary mattress to sag at the edges. They anchor the innerspring unit so securely that the entire sleeping surface remains firmer from edge to edge; adding years of comfort and extra years of wear.

Springwall's Sag-Proof Support is exclusive in these famous brands:

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ECLIPSE SLEEP PRODUCTS, INC.
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THE UNITED STATES BEDDING CO.
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SOUTHERN CROSS



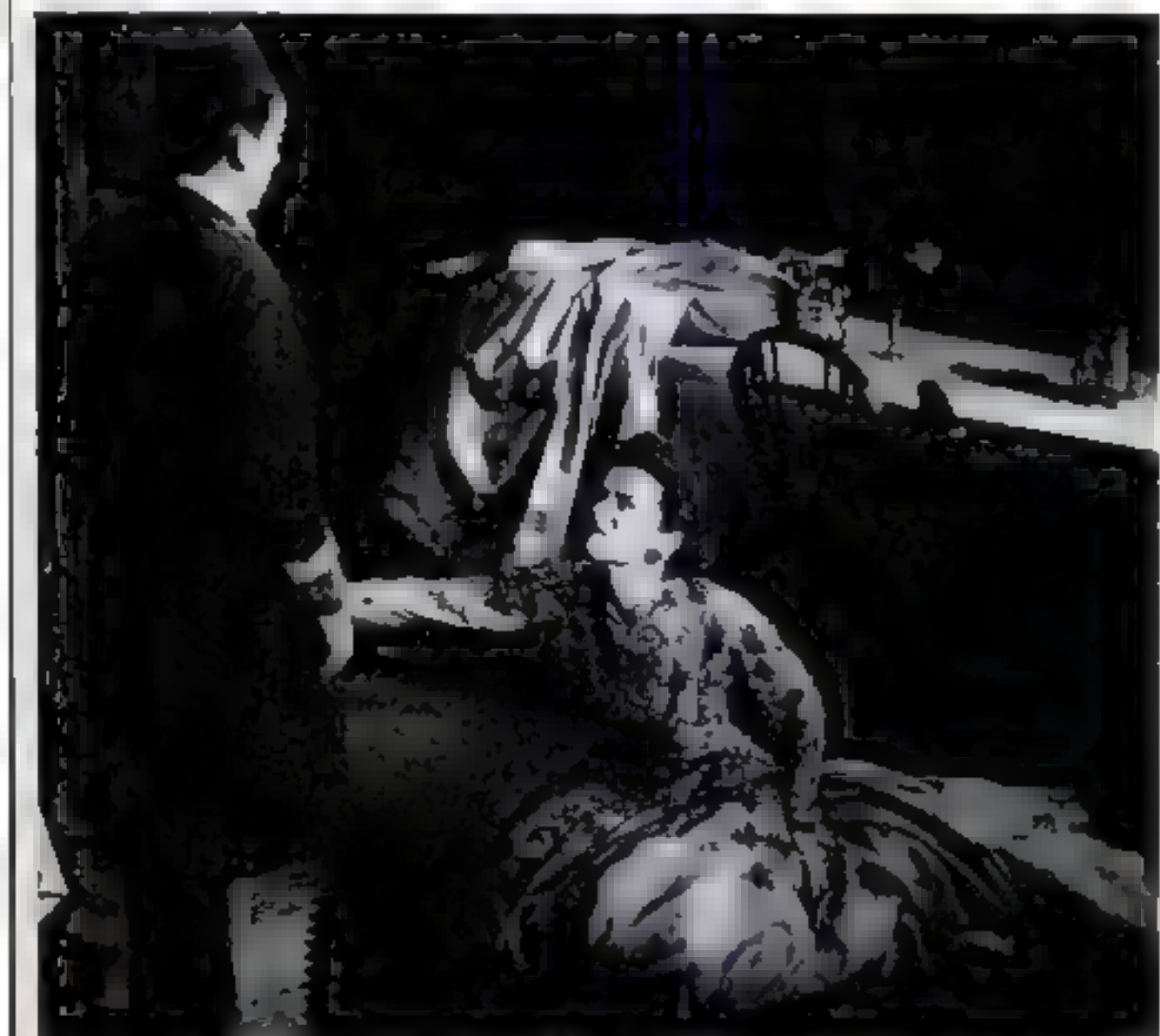
SOUTHERN SPRING BED COMPANY
ATLANTA 1, GEORGIA

LONDON
THEATER
CONTINUED

A KITTENISH KATIE, resting up between tigerish tirades that she delivers as the wealthy Epifania, "The Millionaire," cuddles against the leg of a poor suitor and defends her wealth. "Money is power. Money is security. Money is freedom. It's the difference between living on the slope of a volcano and being safe in the garden of the Hesperides."



PLANNING SUICIDE, Epifania visits a lawyer to make a will. She is despondent because her husband is consorting with another woman. But, realizing her demise would oblige both lawyer and husband, she decides to live.



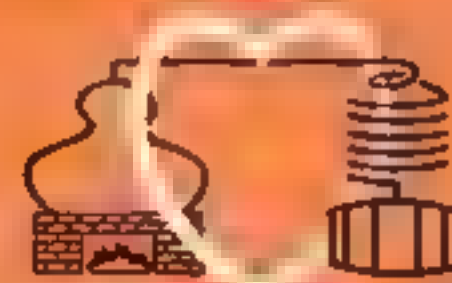
FINDING HER SOUL MATE at last Epatania throws herself at a Shavian-minded Egyptian doctor who believes "riches are a curse; poverty is a curse; only in the service of Allah is there justice, righteousness and happiness."

CONTINUED ON NEXT PAGE

A Living Assurance of Quality!

"Fine whiskey-making is a tradition in our family"

John A. Medley
(Sec. & Treas.)



"Heart-of-the-Run" whiskey means the middle and best part (the heart) of each day's run. The first part (heads) and the end (tails) of each day's distillation contain undesirable ingredients and are never allowed to go into whiskey made by the Medley Distilling Company.

* T. M. Reg.



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**ONLY INFRA-RED
BROIL-QUIK
CHEF
DOES ALL FIVE!**

**Barbecues...
Roasts...
Broils...
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Fries...
IN MINUTES!**

Now, barbecue luscious spare ribs, chicken, or delicious roast beef on the rotisserie! Broil sizzling steaks and hamburgers in MINUTES. The wide-open front gives food that incomparable "broiled-outdoors" flavor — makes an expert cook out of a beginner. Use upper tray for frying or keeping food warm while broiling or barbecuing. Kitchen's always cool and smoke-free... cooking's a joy!

Triple chrome-plated steel, E-Z Grip side handles, detachable tray handle, removable spatter shield, 23" overall. Entire unit guaranteed for one year. **\$59.95**

AC only with built-in rotisserie motor

Makes Meals Taste Better...Faster!

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World's Largest Manufacturer of Infra-Red Broilers and Rotisseries

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is half the fun!

Crossing to Europe
or cruising to lands of romance,
each zestful day at sea
aboard a Cunarder
and each enchanted evening
is a glorious, relaxing
adventure, full of good living,
companionship and fun!



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FUN FOR YEARS!

Wash! Curl! Style!
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IT'S A WONDERFUL TOY... IT'S

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CHOCOLATE PEPPERMINT PATTIES
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the world's most widely
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It's the right power—the
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power the world over—
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LONDON THEATER CONTINUED

LOVE AMONG THE LUNTS

Last month London cheered two U.S. stars, Alfred Lunt and Lynn Fontanne in Noel Coward's *Quadrille*, which takes place amid Cecil Beaton's elegant settings. A comedy of marital switches, *Quadrille* has Lunt as a U.S. railroad tycoon and Fontanne as an English lady trading their silly spouses for each other. Aglow with the Lunts' durable glamour, *Quadrille* is lovely to look at, nice to hear, nothing to think about.



FLEEING LOVERS in railroad station cafe, acted by Marian Spencer and Griffith Jones, are deserting their respective mates and heading for France.



DESERTED SPOUSES (Lunt and Fontanne, left) track down the fleeing pair on the Riviera, tactfully look aside as they catch them in an embrace.



TABLES ARE TURNED as Lunt and Fontanne, now in love, make their getaway from the same station cafe and leave their unworthy mates forever.

CONTINUED ON PAGE 163

What made Milwaukee change its mind?



Other times, other tastes...

No doubt about it...modern times and modern taste have changed Milwaukee's mind about beer.

Gone are the days when America's beer capital could not agree on which beer was the finest. Now, year after year, Blatz is the largest-selling beer in Milwaukee...by far the favorite where nearly three-quarters of the country's wonderful premium beers are brewed!

So wherever you are in this land of ours, lift a glass of Blatz tonight. When you do, you'll join the growing millions of Americans

who sing: "I'm from Milwaukee and I ought to know, it's Blatz, Blatz, Blatz, wherever you go."

Today, it's Blatz!



Milwaukee's finest beer!





How long since you've seen **this** sign ?

Unless you are well into your thirties, the chances are you've never seen it.

Yet at the turn of the century, this grim proclamation meant gasping death by strangling for thousands of children.

Lifesaving diphtheria antitoxin had been discovered, but there wasn't nearly enough to go around. So in 1906 at Pearl River, N. Y., Dr Ernst J. Lederle and Dr. William H. Park founded the Lederle Laboratories, to serve the desperate med-

ical need for large-scale production of antitoxin.

From the time of that early beginning to this modern day of antitoxins and the new Lederle purified toxoids, deaths from diphtheria have tumbled from 403 down to 3 per million children. Your doctor, Lederle, and other great pharmaceutical houses, are writing *finis* to this once-dread strangler of children.

Seeking new ways to serve medical needs was the founding spirit of Lederle — and is its driving

force today. This spirit has built Lederle into one of the finest medical research-and-production groups in the world.

Lederle supplies a large part of all the biologicals (antitoxins, vaccines and others) used in the United States. It developed sulfadiazine, the leading sulfa, aureomycin, one of the most prescribed antibiotics; and many other modern medicines. It is a group dedicated, now as in 1906, to helping your doctor help you live.

Lederle — dedicated to helping your doctor help you live

(pronounced Led' er-le)



LEDERLE LABORATORIES DIVISION
AMERICAN Cyanamid COMPANY
30 Rockefeller Plaza, New York 20, N. Y.



LOVE AMONG THE ANTS

A colony of ants are chief characters in this satire, *Under the Sycamore Tree*, by U.S. Playwright Sam Spewack, which was first given in London. Alec Guinness, who has played in almost every conceivable disguise, here had his first role as an ant—and did brilliantly. An ant scientist who studies the world of man, he tries to discover for his fellow ants the feeling of human love. Finally he becomes enamored of the ant queen (Diana Churchill) and finds that of all the things which he learns from the human species, love is the most satisfactory.



Palmolive After-Shave Lotion

COOLS IN SECONDS...SOOTHES FOR HOURS!

REFRESHES AND INVIGORATES! Your face feels extra cool and clean the moment you use Palmolive After-Shave Lotion! Takes the sting out of the closest shave—helps prevent infection of tiny nicks and cuts.

SOOTHES FROM SHAVE TO SHAVE! Yes, and your face feels better longer! Because Palmolive After-Shave's soothing ingredient stays in and on your skin as long as 24 hours!

IT'S A GREAT UNDERARM DEODORANT, TOO! Palmolive After-Shave Lotion gives you the ideal combination for a man's deodorant. One: Bracing, outdoor aroma. Two: A special ingredient to destroy bacteria that cause odor. Try it yourself—tomorrow!

BIG 8-oz. size
59¢
also 4-oz. size
\$1.22 size
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At These Low Rates

**YOU CAN AFFORD
\$10,000
Life Insurance**

CHECK YOUR RATE HERE!

| Age | Monthly Rate Per \$1,000 |
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| 20 | .88 |
| 25 | .97 |
| 30 | 1.13 |
| 35 | 1.30 |
| 40 | 1.56 |
| 45 | 1.96 |
| 50 | 2.47 |

Rates quoted apply to standard risks.

At these low rates, for age 35 as an example, a \$10,000 policy costs you only \$13 per month and will pay your beneficiary \$10,000 or an income for life if you die during the expectancy period. This low cost, long-term policy has cash and loan values and protects you for your expectancy of life based on the CSO Mortality Table. Write now for complete details.

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Dept. L-103, Fort Wayne 1, Indiana

Please send me full details about your Low Cost Plan which provides ample protection at low cost.

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**THE LINCOLN NATIONAL
LIFE INSURANCE COMPANY**

Fort Wayne 1, Indiana

ITS NAME INDICATES ITS CHARACTER

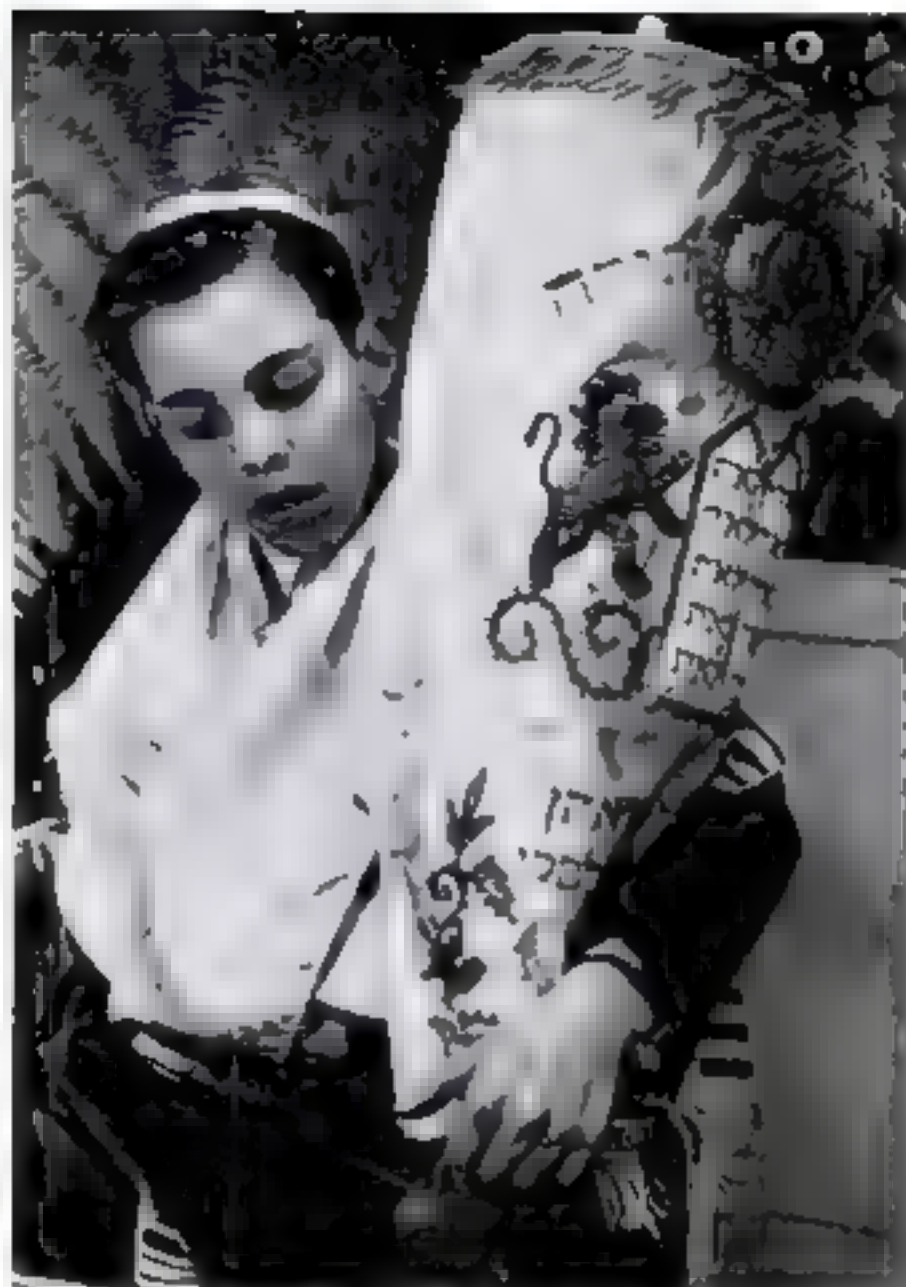


STRAINING HARD, Carl tries to open scrolls of the Torah containing first five books of Bible. This particular Torah is over 400 years old and is prize possession

of Rabbi David S. Novoseller, who is holding its gold-embroidered white satin cover. Both rabbi and Carl are wearing traditional prayer shawls and skullcaps



THE TEFILLIN, which are made of leather, are wound around arm, each twist signifying a virtue.



THE TORAH is held by Carl as he recites prayer before returning it to the tabernacle behind altar.



THE TALLITH, or shawl, worn by Mr. Bodek is adjusted by rabbi's son. Girl is Carl's sister Evelyn.

Life Goes to a Bar Mitzvah

A BOY BECOMES MAN

To the boy of a religious Jewish family no day is more important than that of his Bar Mitzvah—the day when, at the age of 13, he officially takes part in the services at the synagogue and assumes the religious responsibilities of manhood. And to his parents this day is one of the proudest and happiest they ever experience.

For his Bar Mitzvah, Carl Jay Bodek, son of a Philadelphia contractor, has prepared for almost a year, studying Hebrew and the Scriptures. Although his rabbi declared him to be the best pupil he had ever coached, Carl was so nervous on the morning of the big day that he was given a sedative. But once before the congregation, he read from the Torah and other Scriptures for more than an hour, handling the difficult phonetics better than most of the adults who preceded him. As his reward his parents gave him a lavish party (pp. 174-175) which Carl will never forget as long as he lives.



PROUD MOTHER, embracing Carl after he had given benediction, exclaims, "Isn't he gorgeous?"



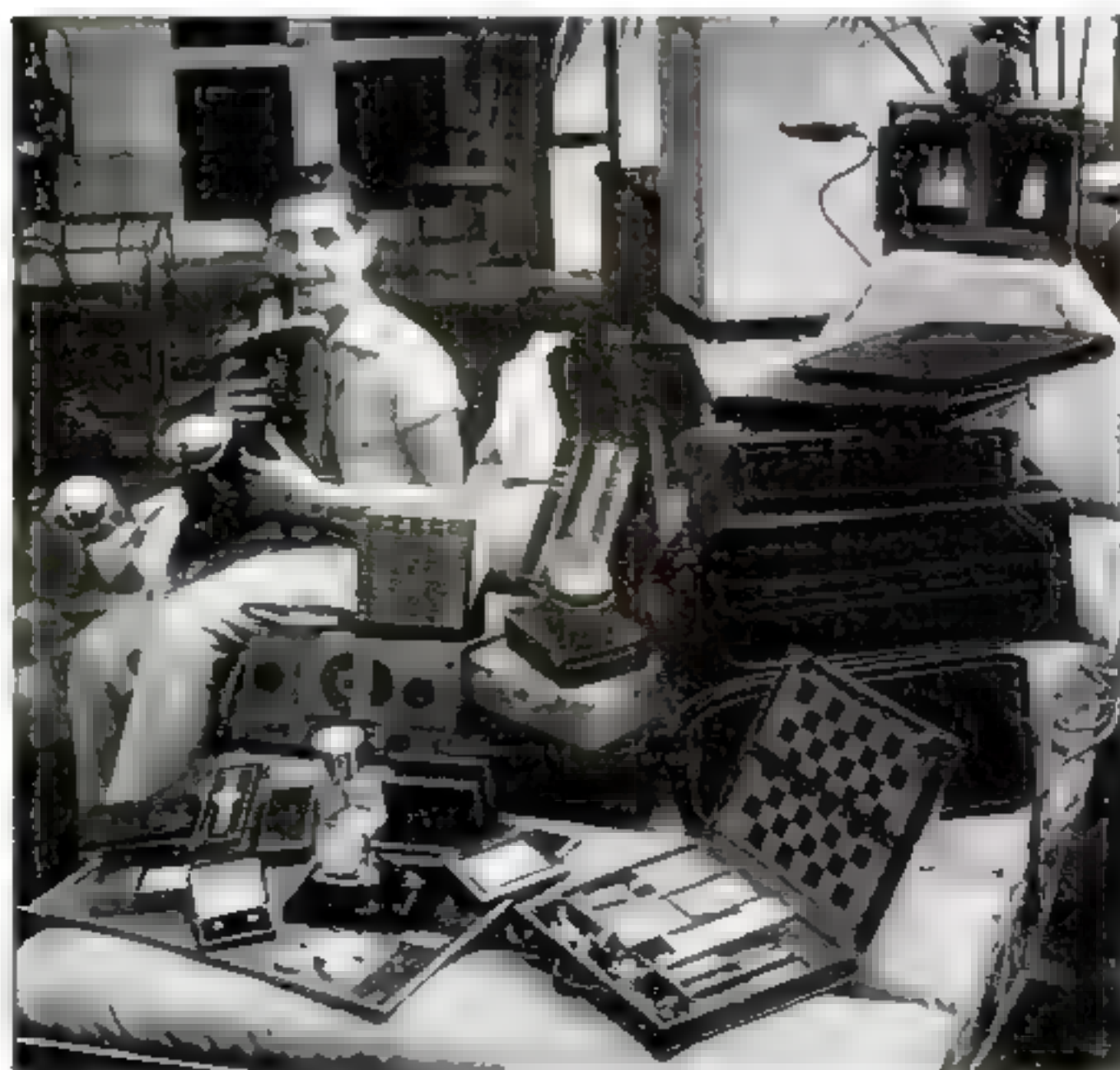
AFFECTIONATE FATHER, Ralph Bodek, clasps Carl tightly in emotional finale to ceremony. Father

recently paid for new paint job and seat covers for temple. He also donates to two other synagogues.

GIRL FRIEND Carole Shiller, who had come all the way from Montreal for ceremony, congratulates him outside temple.



SEDATIVE is taken before party by Carl, who had gotten nervous about appearing in the receiving line to welcome guests.



PRESENTS which Carl received and which are a part of Bar Mitzvah are displayed on the terrace. Included were a small Torah from the rabbi, which he holds, seven suitcases, four toilet sets, a set of golf clubs and traditional present, a gold watch.

**RELIEVES PAIN OF
HEADACHE • NEURALGIA
NEURITIS**

The way
thousands of
physicians
and dentists
recommend



Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

INGROWN NAIL

Hurting You?

**Immediate
Relief**

A few drops of OUTGROW bring blessed relief from tormenting pain of ingrown nail. OUTGROW toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGROW is available at all drug counters.

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AUGUST 24, 1912, AS AMENDED BY THE ACT
OF MARCH 3, 1933, AND JULY 2, 1946 (Title 31,
United States Code, Section 233) SHOWING THE
OWNERSHIP, MANAGEMENT, AND CIRCULA-
TION.

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2 The owner is Time & Life Building, New York 20, New York. I am a member and address of stockholders owning or holding one percent or more of total amount of stock are: Henry Basson, c/o J. P. Morgan & Company, P. O. Box 1266, New York, N. Y.; William V. Griffin, 26 Columbia Place, New York 5, N. Y.; William Hale Mack, c/o New York Trust Company, Income Collection Department, 100 Broadway, New York 5, N. Y.; Irving Trust Company, New York City successor trust under the will of Briton Hadden for the late c/o Elizabeth Birch Pool, c/o Irving Trust Company, Custodian Department, 1 Wall Street, New York 1, N. Y.; Margaret, Zerle Larsen, c/o Time Inc., Time Life Building, Rockefeller Center, New York 20, N. Y.; Roy T. Larsen, c/o Time Inc., Time & Life Building, Rockefeller Center, New York 20, N. Y.; Henry Larsen, c/o Time Inc., Time & Life Building, Rockefeller Center, New York 20, N. Y.; The Henry J. Foundation, 9 Rockefeller Plaza, New York 20, N. Y.; Samuel W. Meek, c/o Greenwich Trust Company, Greenwich, Conn.

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5 The average number of copies of each issue of the publication sold or distributed, through the racks or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 5,320,213

(Signed, John L. Hallenbeck
Business Manager

Sworn to and subscribed before me this 26th day of
September, 1932.

(SEAL) Veronica C. Biel
(My commission expires March 30, 1953)

CONTINUED ON PAGE 174



M/Sgt.
Hubert L. Lee, USA
Medal of Honor



FOUR TIMES Sergeant Lee's platoon had taken, then lost, the hill near Ip-o-ri. On the fifth try, the sergeant, though hurt, was leading. A Red gre-



nade hit him, seriously wounding both legs. Refusing assistance, he advanced by crawling, rising to

his knees to fire. He caught a rifle bullet in the back. Still he wouldn't be stopped. Finally, with 12 survivors of his platoon, he took the hill, then let the stretcher-bearers carry him away. Today Sergeant Hubert Lee says:

"In thirteen years of soldiering, I've seen brave enemies defeated—because things had collapsed back home. That's why I can appreciate what a good thing it is when people like you buy United States Defense Bonds.

"I'm told that you, and millions of others, own a total solid investment of 50 billion dollars in our

country's bonds. That's good! That's *strength*! A man can face a hill when he knows that *people like you* are keeping our homeland strong."

★ ★ ★

Now E Bonds earn more! 1) All Series E Bonds bought after May 1, 1952 average 3% interest, compounded semi-annually! Interest now starts after 6 months and is higher in the early years. 2) All maturing E Bonds automatically go on earning *after maturity*—and at the new higher interest! Today, start investing in better-paying United States Series E Defense Bonds through the Payroll Savings Plan where you work! Or inquire at your bank about the Treasury's brand-new Bonds, Series H, J, and K.

Peace is for the strong! For peace and prosperity save with U.S. Defense Bonds!



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YOU SHAVE CLEANER IN 1/2 THE TIME!



"Get it over with" fast with Schick Injector, world's only razor specially engineered to give you "Twice Over" smoothness with "Once Over" Shaving!

This famous razor is engineered by experts. It has no movable parts that get out of adjustment, no detachable parts that can be dropped or misplaced. And you'll find Schick Injector Razor is specially designed to "fit" your face—under nose, around lips, along jaw, on neck, and all hard-to-get-at places—features that mean faster, cleaner shaves.

Today, get your complete razor kit:

★ Gold-Plated Razor... ★ 12 Scepter-sharp "Gold Pack" Blades... ★ Handy Travel Case. Big \$1.75 Value. NOW ONLY

98¢

No other razor offers you these 4 advantages

1. EXTRA SHARP, EXTRA THICK, HEAVY DUTY BLADES
Only blade that fits Schick perfectly!

2. SAFETY GUARD SMOOTHS DOWN SKIN — TEES UP WHISKERS
Cuts whiskers clean—right at base!

3. AUTOMATICALLY LOCKS BLADE
Blade always at same, precise angle!

4. AUTOMATICALLY CHANGES BLADE
Just push-pull, click-click!

SCHICK INJECTOR
RAZOR & BLADES
Engineered for Faster, Smoother, Easier Shaves!

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Bar Mitzvah CONTINUED

CUTTING A CAKE AND



TEASING PARENTS heckle Carl as he cuts cake, top of which is replica of Torah. Party was held in large tents erected on Bodek's seven-acre estate.



THE LADIES' TURN at the *freilich* comes after the men have finished, according to orthodox Jewish custom. Three orchestras and a string quartet

DANCING A 'FREILICH'



DANCING RABBI joins Mr. Bodek and Carl in the *freilich*, a Jewish dance of joy. The three hold hands and go round and round in the center of the floor.



played during the evening, 18 waiters served food, and four Pinkerton detectives patrolled the house and yard, guarding the 310 guests' furs and jewels.

No other
anti-freeze
gives
your car
the same
complete
protection!



WITH
PRESTONE
BRAND
ANTI-FREEZE

**You're
SET**

Just put "Prestone" anti-freeze in and forget it till spring! No "boil-away" worries... no repair bills—its special inhibitors give the world's best protection against rust, clogging and foaming.

**You're
SAFE**

High compression engines and efficient car heaters make non-evaporating anti-freeze more important now than ever. There's not one drop of boil-away alcohol or methanol in "Prestone" anti-freeze.

**You're
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With "Prestone" brand anti-freeze in your car, you're sure you've bought the best. It's America's No. 1 brand. No other anti-freeze gives your car the same complete protection. It's guaranteed!

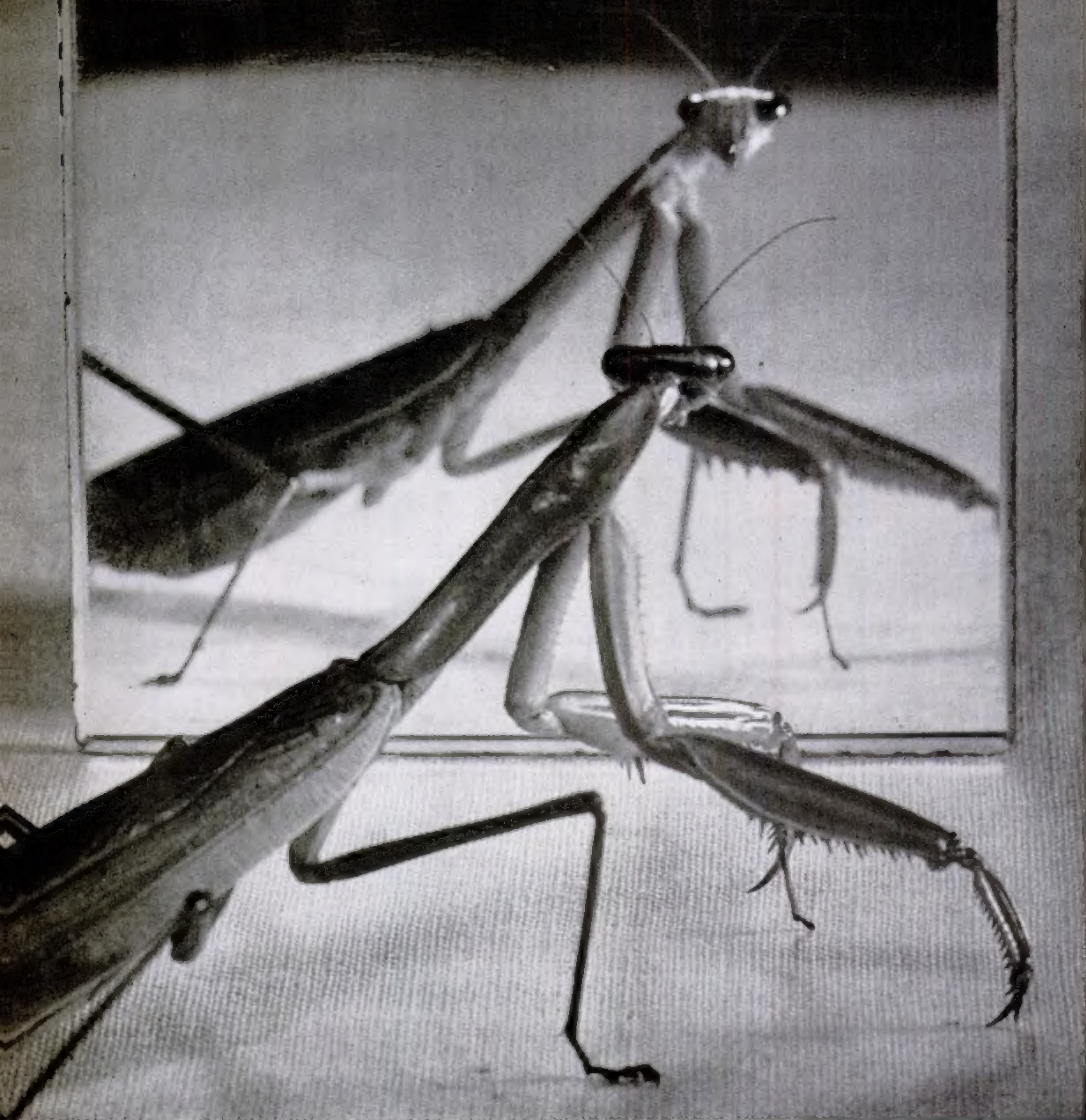
NATIONAL CARBON COMPANY

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\$3.75
PER GAL.

\$1.00
PER QUART,
IN QT. CANS



THE SELF-PREYING MANTIS

There are few insects so fearsome as the praying mantis, whose suppliant attitude with its front legs raised belies the ferocity with which it can crush toothsome flies and grasshoppers. Sometimes mantids even eat other mantids, and when Photographer John Pitkin placed his

pet mantis Eloise before a small hand mirror (above) he saw that she was ogling her reflection with more than casual intent. Her hunger proving irresistible, Eloise ambled toward the mirror, bumped into it, then climbed up and over it in a futile attempt to eat herself up.

If you've tasted
today's
SCHENLEY



...you know it's
the best-tasting
whiskey in ages!



Nature's unhurried goodness + Schenley's unmatched skill = the best-tasting whiskey in ages!


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brings real refreshment pleasure
... every time, everywhere.

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